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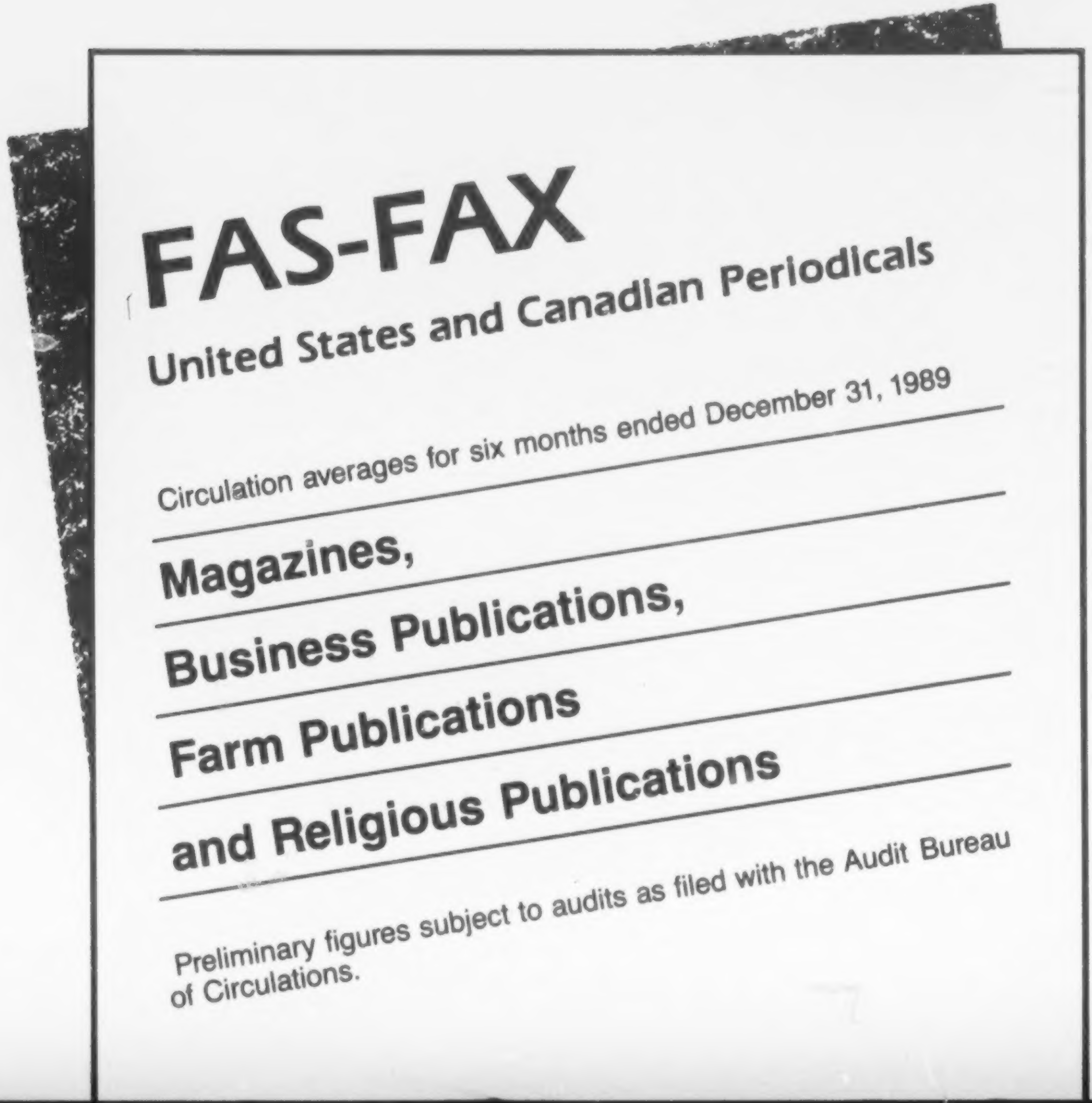

FAS-FAX

United States and Canadian Periodicals

Circulation averages for six months ended December 31, 1989

Magazines,
Business Publications,
Farm Publications
and Religious Publications

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subject to confirmation by regularly scheduled audits. If there is a difference of 5% or more between the publisher's figures and the auditor's findings, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@ Indicates that the comparison figures have been adjusted to the auditor's findings.

*Indicates Data Bank participant.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area. This is followed by a similar breakdown of those demographic ~~editions~~ reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of nonpaid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

ABC welcomes your comments and suggestions concerning this report.

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Source: Audit Bureau of Circulations,
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Audit Bureau
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Magazines
United States & Canada

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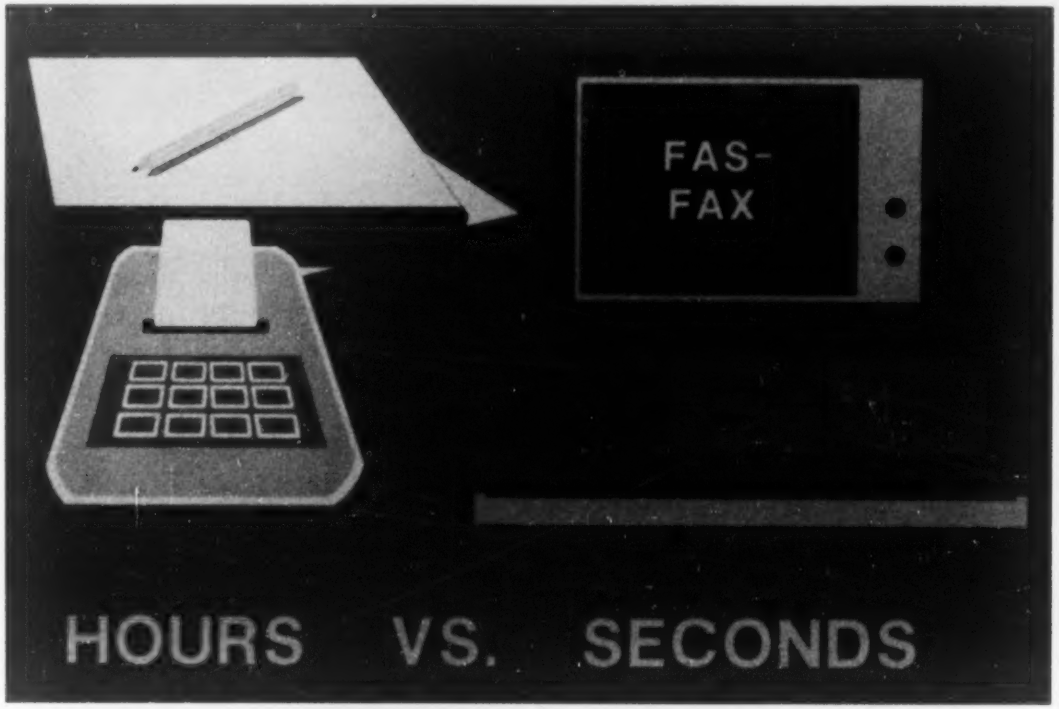

Audit Bureau
of Circulations

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD (1,500,000)	3	.50	1,479,616		1,479,616	1,484,100		1,484,100	-.3		-.3
AIR & SPACE/SMITHSONIAN (300,000)	3	3.50	297,763	13,628	311,391	293,175	17,958	311,133	+1.6	-24.1	+.1
AIR FORCE TIMES* (91,000)	26	2.00	84,189	10,156	94,345	79,965	12,011	91,976	+5.3	-15.4	+2.6
ALABAMA LIVING (None Claimed)	6	2.50	244,535		244,535	238,874		238,874	+2.4		+2.4
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER (235,000)	6	2.95	223,764	27,392	251,156	198,533	25,896	224,429	+12.7	+5.8	+11.9
ALFRED HITCHCOCK & ELLERY QUEEN MYSTERY MAGAZINES (None Claimed)	7	2.00	453,548	36,812	490,360	425,362	40,084	465,446	+6.6	-8.2	+5.4
AMERICAN ARTIST (None Claimed)	6	2.25	132,102	27,911	160,013	139,914	20,158	160,072	-5.6	+38.5	-.0
AMERICAN DEMOGRAPHICS (None Claimed)	6	5.00	31,840	970	32,810	28,967	740	29,707	+9.9	+31.1	+10.5
AMERICAN FILM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AMERICAN HANDGUNNER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AMERICAN HEALTH:FITNESS OF BODY AND MIND (1,000,000)	5	1.95	941,386	59,303	1,000,689	908,562	73,064	981,626	+3.6	-18.8	+1.9
AMERICAN HERITAGE* (275,000)	4	4.50	273,575	8,689	282,264	246,533	8,009	254,542	+11.0	+8.5	+10.9
THE AMERICAN HUNTER (None Claimed)	6	2.00	1,380,230		1,380,230	1,359,307		1,359,307	+1.5		+1.5
THE AMERICAN LAWYER (None Claimed)	5	20.00	18,999	165	19,164	18,114	125	18,239	+4.9	+32.0	+5.1
AMERICAN LEGION AUXILIARY NATIONAL NEWS (821,696)	3		736,321		736,321	801,733		801,733	-8.2		-8.2

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE AMERICAN LEGION MAGAZINE (2,700,000)	6	2.00	2,828,238		2,828,238	2,824,260		2,824,260	+.1		+.1
AMERICAN MOTORCYCLIST (None Claimed)	6	1.25	145,631		145,631	128,968		128,968	+12.9		+12.9
AMERICAN PHOTOGRAPHER* (250,000)	6	2.50	213,184	26,984	240,168	220,657	23,417	244,074	-3.4	+15.2	-1.6
THE AMERICAN RIFLEMAN (None Claimed)	6	2.00	1,442,317		1,442,317	1,358,967		1,358,967	+6.1		+6.1
AMERICAN SCIENTIST (None Claimed)	3	4.75	112,849	1,192	114,041	118,204	894	119,098	-4.5	+33.3	-4.3
THE AMERICAN SPECTATOR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AMERICANA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AMIGAWORLD (None Claimed)	6	3.95	48,764	38,695	87,459	40,121	52,184	92,305	+21.5	-25.9	-5.3
ANALOG & ISAAC ASIMOV'S SCIENCE FICTION MAGAZINES (None Claimed)	7	2.00	143,564	28,457	172,021	150,013	27,661	177,674	-4.3	+2.9	-3.2
THE AOPA PILOT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ARCHAEOLOGY MAGAZINE (115,000)	3	3.95	118,924	11,422	130,346	108,077	12,021	120,098	+10.0	-5.0	+8.5
ARCHIE COMIC GROUP (1,100,000)	6			1,428,325	1,428,325		1,330,078	1,330,078		+7.4	+7.4
ARCHITECTURAL DIGEST* (625,000)	6	4.50	508,647	120,273	628,920	537,792	118,991	656,783	-5.4	+1.1	-4.2
ARKANSAS TIMES MAGAZINE (None Claimed)	6	1.95	25,800	2,705	28,505	29,110	3,015	32,125	-11.4	-10.3	-11.3
ARMY TIMES* (127,000)	26	2.00	108,419	17,839	126,258	110,776	20,587	131,363	-2.1	-13.4	-3.9
ARMY, AIR FORCE, NAVY TIMES COMBINED STATEMENT* (Variable Rate Base)	26	2.00	274,023	37,473	311,496	270,001	42,815	312,816	+1.5	-12.5	-.4
ART & ANTIQUES (110,000)	4	4.75	110,596	4,605	115,201	105,063	5,074	110,137	+5.3	-9.2	+4.6

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
ART IN AMERICA (None Claimed)	6	4.75	58,973	11,849	70,822	55,632	12,656	68,288	+6.0	-6.4	+3.7
THE ARTIST'S MAGAZINE (None Claimed)	6	2.50	223,992	27,844	251,836	186,991	25,825	212,816	+19.8	+7.8	+18.3
ARTNEWS (70,000)	5	4.50	65,680	12,462	78,142	64,763	12,627	77,390	+1.4	-1.3	+1.0
ASTRONOMY (160,000)	6	2.50	108,584	52,080	160,664	121,090	48,114	169,204	-10.3	+8.2	-5.1
ATLANTA MAGAZINE (64,000)	6	1.95	56,662	9,197	65,859	54,083	8,396	62,479	+4.8	+9.5	+5.4
THE ATLANTIC* (450,000)	6	2.50	410,087	53,418	463,505	425,444	48,583	474,027	-3.6	+10.0	-2.2
AUDIO* (None Claimed)	6	2.75	110,395	37,167	147,562	104,432	35,783	140,215	+5.7	+3.9	+5.2
AUDUBON* (425,000)	3	4.00	427,895	8,617	436,512	428,156	8,040	436,196	-.1	+7.2	+.1
AUTOMOBILE MAGAZINE* (350,000)	6	2.75	281,903	119,773	401,676	205,293	100,359	305,652	+37.3	+19.3	+31.4
AUTOWEEK* (250,000)	26	1.95	262,186	3,222	265,408	223,772	4,110	227,882	+17.2	-21.6	+16.5
BACKPACKER* (165,000)	3	2.95	136,532	40,990	177,522	131,666	38,831	170,497	+3.7	+5.6	+4.1
BALTIMORE MAGAZINE (50,000)	6	1.95	46,096	9,346	55,442	47,719	7,507	55,226	-3.4	+24.5	+.4
BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY (None Claimed)	26	2.00	127,745	117,177	244,922	132,113	109,971	242,084	-3.3	+6.6	+1.2
BASEBALL DIGEST (None Claimed)	6	2.25	246,349	17,382	263,731	301,901	18,810	320,711	-18.4	-7.6	-17.8
BASSIN' (None Claimed)	3	1.95	132,472	42,433	174,905	199,541	28,967	228,508	-33.6	+46.5	-23.5
BASSMASTER MAGAZINE (None Claimed)	4	2.95	511,165	5,217	516,382	497,925	7,970	505,895	+2.7	-34.5	+2.1
BEAUTY DIGEST (300,000)	4	1.95	212,375	83,138	295,513	196,331	80,795	277,126	+8.2	+2.9	+6.6

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BETTER HOMES AND GARDENS* (8,000,000)	8	1.50	7,429,478	575,833	8,005,311	7,496,750	646,333	8,143,083	-.9	-10.9	-1.7
BETTER INVESTING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BICYCLING* (300,000)	5	2.95	247,804	90,022	337,826	216,605	95,767	312,372	+14.4	-6.0	+8.2
BILL MAZEROSKI'S BASEBALL (210,000)	1	4.95		208,716	208,716		201,683	201,683		+3.5	+3.5
BIRD TALK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BLACK ENTERPRISE*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE BLOOD-HORSE (None Claimed)	27	2.50	19,659	860	20,519	20,300	806	21,106	-3.2	+6.7	-2.8
BMX PLUS! (None Claimed)	6	2.95	23,853	30,732	54,585	30,479	47,355	77,834	-21.7	-35.1	-29.9
BOATING* (None Claimed)	6	3.50	147,789	44,567	192,356	148,963	49,750	198,713	-.8	-10.4	-3.2
BON APPETIT*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BOP (None Claimed)	6	2.25	22,408	248,322	270,730	24,362	173,371	197,733	-8.0	+43.2	+36.9
BOSTON MAGAZINE (124,000)	6	2.50	98,093	26,015	124,108	101,766	28,974	130,740	-3.6	-10.2	-5.1
BOWLING DIGEST (None Claimed)	3	2.50	111,555	4,741	116,296	105,366	5,060	110,426	+5.9	-6.3	+5.3
BOYS' LIFE* (1,300,000)	6	1.50	1,334,659		1,334,659	1,392,535		1,392,535	-4.2		-4.2
BRIDAL GUIDE (None Claimed)	3	4.50	2,077	151,060	153,137	1,928	158,307	160,235	+7.7	-4.6	-4.4
BRIDES* (None Claimed)	3	5.00	39,632	321,498	361,130	40,279	346,973	387,252	-1.6	-7.3	-6.8
BUENHOGAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BUSINESS FORMS, LABELS & SYSTEMS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BUSINESS WEEK (INTERNATIONAL) (100,000)	26		87,729	15,556	103,285	81,505	14,746	96,251	+7.6	+5.5	+7.3

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BUSINESS WEEK (NORTH AMERICA)* (870,000)	26	2.00	849,447	40,088	889,535	841,099	38,235	879,334	+1.0	+4.9	+1.2
BUSINESS WEEK (WORLD WIDE) (970,000)	26	2.00	937,176	55,644	992,820	922,604	52,981	975,585	+1.6	+5.0	+1.8
BUTTERICK HOME CATALOG (None Claimed)	2	2.25	215,324	67,460	282,784	204,666	68,511	273,177	+5.2	-1.5	+3.5
BYTE MAGAZINE (None Claimed)	6	3.50	326,300	134,824	461,124	309,758	125,594	435,352	+5.3	+7.4	+5.9
CABLE PLUS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CABLECAST (30,000)	27	.65	15,708	14,752	30,460	15,325	15,719	31,044	+2.5	-6.2	-1.9
CALIFORNIA CITY GROUP (Variable Rate Base)	6		365,152	63,221	428,373	366,299	65,074	431,373	-.3	-2.9	-.7
CALIFORNIA JOURNAL (None Claimed)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CALIFORNIA MAGAZINE (350,000)	6	2.00	359,671	14,116	373,787	348,451	14,522	362,973	+3.2	-2.8	+3.0
CAPE COD LIFE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CAPITAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CAPPER'S (None Claimed)	13	.80	382,293		382,293	393,391		393,391	-2.8		-2.8
CAR AND DRIVER* (900,000)	6	2.95	710,277	224,100	934,377	714,515	220,800	935,315	-.6	+1.5	-.1
CAR CRAFT* (425,000)	6	2.25	257,507	189,072	446,579	243,214	173,017	416,231	+5.9	+9.3	+7.3
CAROLINA COUNTRY (330,000)	6		329,888		329,888	347,033		347,033	-4.9		-4.9
CARS & PARTS (None Claimed)	6	2.50	69,239	30,765	100,004	71,069	32,801	103,870	-2.6	-6.2	-3.7
CAT FANCY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CATHOLIC DIGEST (600,000)	6	1.50	557,200	42,331	599,531	547,932	44,957	592,889	+1.7	-5.8	+1.1
CATS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
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CD REVIEW (None Claimed)	6	2.95	75,386	27,630	103,016	54,747	32,439	87,186	+37.7	-14.8	+18.2
CHANGING TIMES, THE KIPLINGER MAGAZINE (1,000,000)	6	2.50	1,266,319	33,834	1,300,153	1,006,904	33,773	1,040,677	+25.8	+.2	+24.9
CHERI (None Claimed)	6	4.50		139,676	139,676		183,513	183,513		-23.9	-23.9
CHICAGO (200,000)	6	1.95	175,026	25,505	200,531	178,100	26,128	204,228	-1.7	-2.4	-1.8
THE CHRONICLE OF HIGHER EDUCATION (None Claimed)	22	2.00	84,208		84,208	82,328		82,328	+2.3		+2.3
THE CHRONICLE OF THE HORSE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CIRCUS MAGAZINE (None Claimed)	6	2.95	46,347	203,985	250,332	37,061	228,267	265,328	+25.1	-10.6	-5.7
CLEVELAND MAGAZINE (None Claimed)	6	1.95	33,768	7,647	41,415	32,071	8,389	40,460	+5.3	-8.8	+2.4
COLONIAL HOMES* (550,000)	3	3.00	383,786	201,790	585,576	412,396	214,900	627,296	-6.9	-6.1	-6.7
COLORADO HOMES & LIFESTYLES (None Claimed)	3	2.50	12,960	3,999	16,959	9,698	5,389	15,087	+33.6	-25.8	+12.4
COLUMBIA JOURNALISM REVIEW (31,000)	3	3.00	26,962	2,826	29,788	26,360	2,410	28,770	+2.3	+17.3	+3.5
COLUMBUS MONTHLY (None Claimed)	6	1.95	30,566	4,520	35,086	30,190	4,619	34,809	+1.3	-2.1	+.8
COMMERCE MAGAZINE (None Claimed)	6	3.00	7,659	48	7,707	7,922	72	7,994	-3.3	-33.3	-3.6
COMPUTE! (250,000)	6	2.95	165,795	45,999	211,794	175,977	38,878	214,855 @	-5.8	+18.3	-1.4
COMPUTE!'S GAZETTE (150,000)	6	2.95	84,683	44,246	128,929	125,314	49,162	174,476 @	-32.4	-10.0	-26.1
COMPUTER LANGUAGE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COMPUTER SHOPPER (275,000)	6	2.95	118,995	172,533	291,528	107,281	141,859	249,140	+10.9	+21.6	+17.0

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THE CONDE NAST LTD. to 09/89 (3,800,000) since 09/89 (3,950,000)	6		3,172,204	1,662,315	4,834,519	3,102,473	1,583,028	4,685,501	+2.3	+5.0	+3.2
THE CONDE NAST PACKAGE OF WOMEN to 09/89 (5,100,000) since 09/89 (5,300,000)			2,517,262	3,691,442	6,208,704	2,123,732	4,169,051	6,292,783	+18.5	-11.5	-1.3
CONDE NAST TRAVELER* to 09/89 (550,000) since 09/89 (600,000)	6	2.50	711,445	29,462	740,907	720,339	33,042	753,381	-1.2	-10.8	-1.7
CONNECTICUT MAGAZINE (90,000)	6	2.50	81,280	6,953	88,233	82,879	6,148	89,027	-1.9	+13.1	-.9
CONNOISSEUR* (320,000)	6	3.00	309,506	17,517	327,023	314,943	19,199	334,142	-1.7	-8.8	-2.1
CONSUMERS DIGEST (750,000)	3	2.25	758,247	55,126	813,373	706,004	53,710	759,714	+7.4	+2.6	+7.1
COOK'S			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COOKING LIGHT* (650,000)	3	2.25	600,968	88,676	689,644	503,044	81,544	584,588	+19.5	+8.8	+18.0
COSMOPOLITAN* (2,500,000)	6	2.50	498,564	2,203,561	2,702,125	417,873	2,342,137	2,760,010	+19.3	-5.9	-2.1
COSMOPOLITAN EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COUNTRY HOME* to 09/89 (925,000) since 09/89 (1,000,000)	3	2.95	733,414	229,667	963,081	675,178	297,000	972,178	+8.6	-22.7	-.9
COUNTRY JOURNAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COUNTRY LIVING* (1,700,000)	6	2.50	1,155,544	645,870	1,801,414	1,144,051	689,765	1,833,816	+1.0	-6.4	-1.8
COUNTRY LIVING (OHIO) (None Claimed)	6		214,505		214,505	207,974		207,974	+3.1		+3.1
COUNTRY MUSIC (425,000)	3	2.50	446,051	8,976	455,027	430,480	9,129	439,609	+3.6	-1.7	+3.5
CRAFTS (None Claimed)	6	2.25	234,294	140,950	375,244	253,318	147,278	400,596	-7.5	-4.3	-6.3
CRAFTS 'N THINGS (None Claimed)	4	1.95	249,668	113,227	362,895	221,644	89,653	311,297	+12.6	+26.3	+16.6

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CREATIVE CLASSROOM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CREATIVE IDEAS FOR LIVING* (700,000)	3	2.00	677,028	26,733	703,761	683,208	25,445	708,653	-.9	+5.1	-.7
CRUISE TRAVEL (None Claimed)	3	2.50	138,919	6,156	145,075	145,654	7,767	153,421	-4.6	-20.7	-5.4
CRUISING WORLD (133,000)	6	2.50	104,983	30,034	135,017	101,888	29,219	131,107	+3.0	+2.8	+3.0
CYCLE* (350,000)	6	2.00	263,268	67,667	330,935	255,434	75,832	331,266	+3.1	-10.8	-.1
CYCLE WORLD* (240,000)	6	2.00	177,595	68,334	245,929	200,485	70,950	271,435	-11.4	-3.7	-9.4
D MAGAZINE (DALLAS/FT. WORTH) (102,000)	6	2.50	86,645	13,449	100,094	95,186	11,776	106,962	-9.0	+14.2	-6.4
DARKROOM & CREATIVE CAMERA TECHNIQUES (None Claimed)	3	3.95	36,730	8,297	45,027	35,364	9,078	44,442	+3.9	-8.6	+1.3
DATA BASED ADVISOR (None Claimed)	6	3.95	31,380	8,175	39,555	30,301	8,057	38,358	+3.6	+1.5	+3.1
DAYTIME TV (None Claimed)	6	2.25		106,238	106,238		115,757	115,757		-8.2	-8.2
DAYTIME TV PRESENTS (None Claimed)	3	2.50		92,342	92,342		90,868	90,868		+1.6	+1.6
DECORATING REMODELING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DEER & DEER HUNTING (150,000)	5	2.95	71,913	68,217	140,130	63,593	54,262	117,855	+13.1	+25.7	+18.9
DELAWARE TODAY (None Claimed)	6	2.50	21,392	3,692	25,084	20,272	3,185	23,457	+5.5	+15.9	+6.9
DELL PUZZLE MAGAZINE GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DENVER MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DETAILS (None Claimed)	5	2.00	52,707	47,596	100,303	40,037	42,831	82,868	+31.7	+11.1	+21.0
DETROIT MONTHLY* (None Claimed)	6	1.95	93,287	6,737	100,024	90,820	7,713	98,533	+2.7	-12.7	+1.5

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
DIABETES SELF-MANAGEMENT (150,000)	3	3.00	137,374		137,374	128,622		128,622	+6.8		+6.8
DICK VITALE'S BASKETBALL (200,000)	1	4.95		205,175	205,175		202,099	202,099		+1.5	+1.5
DIRT BIKE (None Claimed)	6	2.50	36,476	85,562	122,038	38,016	89,525	127,541	-4.1	-4.4	-4.3
DIRT RIDER* (150,000)	6	2.25	104,887	48,049	152,936	103,756	53,669	157,425	+1.1	-10.5	-2.9
DIRT WHEELS (None Claimed)	6	2.75	21,213	45,571	66,784	24,380	52,224	76,604	-13.0	-12.7	-12.8
DISCOVER* to 09/89 (1,000,000) since 09/89 (1,050,000)	6	2.95	872,111	180,923	1,053,034	855,034	175,194	1,030,228	+2.0	+3.3	+2.2
DISCOVERY (1,625,000)	2	1.00	1,607,574		1,607,574	1,619,701		1,619,701	-.8		-.8
DOG FANCY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DOG WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DON HEINRICH'S PRO PREVIEW (220,000)	1	4.95		236,224	236,224		223,756	223,756		+5.6	+5.6
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS (None Claimed)	6	2.95	60,584	16,546	77,130	46,845	20,260	67,105	+29.3	-18.3	+14.9
DUCKS UNLIMITED (645,000)	3		627,346		627,346	588,548		588,548	+6.6		+6.6
DUNE BUGGIES AND HOT VWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
EARLY AMERICAN LIFE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
EASYRIDERS (None Claimed)	6	2.95	114,673	210,488	325,161	101,899	234,750	336,649	+12.5	-10.3	-3.4
EBONY* (1,700,000)	6	2.00	1,534,839	257,137	1,791,976	1,519,475	245,518	1,764,993	+1.0	+4.7	+1.5
THE ECONOMIST (NORTH AMERICAN EDITION) (161,166)	26	3.00	153,682	12,760	166,442	134,546	12,027	146,573	+14.2	+6.1	+13.6

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
EDUCATION WEEK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ELEVEN MAGAZINE (150,000)	6		152,914		152,914	146,376		146,376	+4.5		+4.5
THE ELKS MAGAZINE (None Claimed)	5	.50	1,501,652		1,501,652	1,526,010		1,526,010	-1.6		-1.6
ELLE* (825,000)	6	3.00	316,909	509,427	826,336	300,177	526,700	826,877	+5.6	-3.3	-.1
ENDLESS VACATION (675,000)	4	3.95	722,102	2,037	724,139	635,629	3,261	638,890	+13.6	-37.5	+13.3
ENTREPRENEUR MAGAZINE to 07/89 (275,000) since 07/89 (300,000)	6	2.95	222,316	91,116	313,432	181,700	89,533	271,233	+22.4	+1.8	+15.6
EQUUS (None Claimed)	6	3.00	103,598	7,821	111,419	103,907	7,720	111,627	-.3	+1.3	-.2
ESQUIRE* (700,000)	6	2.50	611,288	122,387	733,675	634,537	119,193	753,730	-3.7	+2.7	-2.7
ESSENCE* (850,000)	6	1.75	639,689	211,345	851,034	617,884	232,123	850,007	+3.5	-9.0	+.1
EUROPE MAGAZINE (None Claimed)	5	1.95	10,732	830	11,562	11,976	437	12,413	-10.4	+89.9	-6.9
EUROPEAN TRAVEL & LIFE* (360,000)	5	2.95	306,297	53,806	360,103	241,916	46,426	288,342	+26.6	+15.9	+24.9
FAMILY CIRCLE* to 09/26/89 (5,400,000) since 09/26/89 (5,750,000)	8	1.09	1,623,695	3,838,091	5,461,786	1,545,872	4,376,658	5,922,530	+5.0	-12.3	-7.8
THE FAMILY HANDYMAN*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FEDERAL TIMES*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FIELD & STREAM* (2,000,000)	6	1.95	1,917,077	98,500	2,015,577	1,931,929	100,091	2,032,020	-.8	-1.6	-.8
FINANCIAL WORLD (425,000)	13	3.00	438,073	3,969	442,042	299,528	3,788	303,316	+46.3	+4.8	+45.7
FINE HOMEBUILDING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FINE TUNING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FINS AND FEATHERS			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
FIREHOUSE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
FIRST FOR WOMEN (4,000,000)	6	1.00		3,509,688	3,509,688		3,684,536	3,684,536		-4.8	-4.8
FISHING AND HUNTING NEWS (None Claimed)	23	1.50	122,284	8,236	130,520	128,443	8,007	136,450	-4.8	+2.9	-4.4
FISHING FACTS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FISHING WORLD (300,000)	3	2.25	357,594	3,892	361,486	298,102	9,733	307,835	+20.0	-60.0	+17.4
FLORIDA HOME & GARDEN (None Claimed)	6	3.00	43,687	5,131	48,818	33,713	5,605	39,318	+29.6	-8.5	+24.2
FLORIDA SPORTSMAN (None Claimed)	6	1.95	68,670	33,864	102,534	68,151	32,052	100,203	+.8	+5.7	+2.3
FLOWER AND GARDEN MAGAZINE (550,000)	3	2.00	581,056	15,283	596,339	581,112	11,333	592,445	-.0	+34.9	+.7
FLY FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLYING* (None Claimed)	6	2.75	252,212	69,450	321,662	251,962	68,817	320,779	+.1	+.9	+.3
FLYING MODELS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FOOD & WINE* (800,000)	6	2.50	784,503	39,027	823,530	755,507	42,859	798,366	+3.8	-8.9	+3.2
FOOTBALL DIGEST (None Claimed)	5	2.25	157,220	10,580	167,800	187,562	10,190	197,752	-16.2	+3.8	-15.2
FORBES* (735,000)	13	3.75	702,437	41,096	743,533	703,188	38,543	741,731	-.1	+6.6	+.2
FOREIGN AFFAIRS (99,500)	2	6.95	92,961	15,076	108,037	86,997	12,538	99,535	+6.9	+20.2	+8.5
FORTUNE (INTERNATIONAL) (105,000)	14		100,223	11,845	112,068	101,051	10,280	111,331	-.8	+15.2	+.7
FORTUNE (NORTH AMERICA)* (650,000)	14	3.50	624,712	44,260	668,972	616,561	42,055	658,616	+1.3	+5.2	+1.6
FORTUNE (WORLDWIDE) (755,000)	14		724,935	56,105	781,040	717,611	52,336	769,947	+1.0	+7.2	+1.4
FOUR WHEELER (305,000)	6	2.95	192,167	145,110	337,277	178,333	138,608	316,941	+7.8	+4.7	+6.4

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			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
FREQUENT FLYER MAGAZINE- PART II OF THE POCKET FLIGHT GUIDES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FULL CRY (None Claimed)	6	1.50	31,035	186	31,221	32,828	178	33,006	-5.5	+4.5	-5.4
FUR-FISH-GAME (145,000)	6	1.50	115,069	29,983	145,052	117,043	31,683	148,726	-1.7	-5.4	-2.5
GALLERY MAGAZINE (400,000)	6	3.95	29,727	343,502	373,229	31,056	347,622	378,678	-4.3	-1.2	-1.4
GAME & FISH MAGAZINE (None Claimed)	6	1.95	245,364	136,918	382,282	250,450	124,251	374,701	-2.0	+10.2	+2.0
GAMES* (700,000)	3	2.00	605,590	71,850	677,440	632,374	83,897	716,271	-4.2	-14.4	-5.4
'GBH/THE MEMBERS' MAGAZINE (155,000)	6		182,059		182,059	155,409		155,409	+17.2		+17.2
GEOMUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GLAMOUR* (2,000,000)	6	2.50	909,773	1,314,362	2,224,135	723,527	1,466,500	2,190,027	+25.7	-10.4	+1.6
GLOBE (1,500,000)	26	.75	53,866	1,275,547	1,329,413	53,425	1,472,320	1,525,745	+.8	-13.4	-12.9
GOLF DIGEST* to 10/01/89 (1,310,000) since 10/01/89 (1,350,000)	6	2.50	1,223,660	140,247	1,363,907	1,187,176	127,258	1,314,434	+3.1	+10.2	+3.8
GOLF ILLUSTRATED* to 07/01/89 (400,000) since 07/01/89 (450,000)	5	1.95	417,978	33,309	451,287	341,887	30,199	372,086	+22.3	+10.3	+21.3
GOLF MAGAZINE* (1,000,000)	6	2.50	913,762	105,617	1,019,379	833,038	104,194	937,232	+9.7	+1.4	+8.8
GOLF WORLD MAGAZINE (None Claimed)	16	1.50	111,522		111,522	113,212		113,212	-1.5		-1.5
GOOD HOUSEKEEPING* (5,000,000)	6	1.95	3,640,720	1,511,525	5,152,245	3,603,201	1,613,946	5,217,147	+1.0	-6.4	-1.2
GOURMET* (700,000)	6	2.50	691,617	115,760	807,377	698,354	107,950	806,304	-1.0	+7.2	+.1

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GQ-GENTLEMEN'S QUARTERLY* (550,000)	6	3.00	290,269	394,134	684,403	296,809	373,114	669,923	-2.2	+5.6	+2.2
GRAND RAPIDS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GREAT LAKES FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GRIT* (None Claimed)	27	.75	427,996	32,881	460,877	480,814	39,205	520,019	-11.0	-16.1	-11.4
GUIDEPOSTS (None Claimed)	6	.95	4,203,934		4,203,934	4,258,806		4,258,806	-1.3		-1.3
GUITAR FOR THE PRACTICING MUSICIAN (None Claimed)	6	3.50	57,386	109,694	167,080	49,104	103,479	152,583	+16.9	+6.0	+9.5
GUN DOG (None Claimed)	3	3.50	54,608	262	54,870	56,548	258	56,806	-3.4	+1.6	-3.4
GUNS & AMMO* (525,000)	6	2.75	440,120	166,302	606,422	418,884	163,278	582,162	+5.1	+1.9	+4.2
GUNS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HADASSAH MAGAZINE (None Claimed)	5		258,447		258,447	264,372		264,372	-2.2		-2.2
HARPER'S BAZAAR* (700,000)	6	2.50	413,914	321,824	735,738	384,441	368,821	753,262	+7.7	-12.7	-2.3
HARPER'S BAZAAR EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HARPER'S MAGAZINE* to 10/89 (180,000) since 10/89 (190,000)	6	2.00	156,819	36,183	193,002	152,721	34,379	187,100	+2.7	+5.3	+3.2
HARROWSMITH-(U.S. EDITION) (None Claimed)	3	2.95	189,699	13,355	203,054	198,977	14,055	213,032	-4.7	-5.0	-4.7
HARVARD BUSINESS REVIEW (200,000)	3	9.25	199,603	4,952	204,555	197,400	6,706	204,106	+1.1	-26.2	+.2
HEALTH* to 08/89 (1,000,000) since 08/89 (1,100,000)	6	2.25	1,082,324	6,372	1,088,696	1,019,036	7,128	1,026,164	+6.2	-10.6	+6.1
THE HEARST GOLD BUY (Variable Rate Base)			2,857,794	1,028,426	3,886,220	2,834,146	1,087,419	3,921,565	+.8	-5.4	-.9

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			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
HEARST HOME BUY (Variable Rate Base)			2,222,558	1,104,167	3,326,725	2,196,983	1,154,874	3,351,857	+1.2	-4.4	-.8
HEARST MAN POWER (Variable Rate Base)	6		2,440,785	470,738	2,911,523	2,478,685	466,315	2,945,000	-1.5	+1.0	-1.1
HEARST WOMAN POWER (Variable Rate Base)	6		8,856,114	5,436,826	14,292,940	8,692,035	5,822,689	14,514,724	+1.9	-6.6	-1.5
HG-HOUSE & GARDEN* (500,000)	6	4.00	522,983	89,182	612,165	519,359	81,753	601,112	+.7	+9.1	+1.8
HIGH SOCIETY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HIGH TECHNOLOGY BUSINESS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HISTORIC PRESERVATION (170,000)	3	2.50	208,065	3,748	211,813	193,081	1,965	195,046	+7.8	+90.7	+8.6
HIT PARADER (200,000)	6	2.75		155,132	155,132		161,660	161,660		-4.0	-4.0
HOMBRE DE MUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HOME & AWAY (None Claimed)	3	1.00	1,791,728		1,791,728	1,741,552		1,741,552	+2.9		+2.9
HOME MAGAZINE* (925,000)	6	1.95	809,463	115,872	925,335						
HOME MECHANIX* (1,200,000)	6	1.75	1,154,520	54,875	1,209,395	1,161,380	68,347	1,229,727	-.6	-19.7	-1.7
HOME OFFICE COMPUTING* (None Claimed)	6	2.95	341,997	33,550	375,547	398,634	35,931	434,565	-14.2	-6.6	-13.6
HOMEOWNER* to 07/89 (700,000) since 07/89 (775,000)	5	1.95	769,325	21,985	791,310	703,499	20,518	724,017	+9.4	+7.2	+9.3
HONOLULU (25,000)	6	2.00	51,694	3,543	55,237	31,719	3,037	34,756	+63.0	+16.7	+58.9
HORSE & RIDER (None Claimed)	6	2.25	87,725	18,426	106,151	65,177	17,716	82,893	+34.6	+4.0	+28.1
HORSE ILLUSTRATED			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HORSEMAN (None Claimed)	6	2.50	59,606	465	60,071	132,409	6,067	138,476	-55.0	-92.3	-56.6
HORSEPLAY (None Claimed)	6	2.95	33,999	3,569	37,568	34,658	2,847	37,505	-1.9	+25.4	+.2

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING (230,000)	6	2.50	217,741	13,941	231,682	206,657	15,924	222,581	+5.4	-12.5	+4.1
HOT ROD* (850,000)	6	2.75	612,440	299,227	911,667	622,930	261,739	884,669	-1.7	+14.3	+3.1
HOUNDS & HUNTING (None Claimed)	6	1.75	9,017	6	9,023	9,437	6	9,443	-4.5		-4.5
HOUSE BEAUTIFUL* to 08/01/89 (850,000) since 08/01/89 (900,000)	6	1.95	683,228	256,507	939,735	640,536	250,209	890,745	+6.7	+2.5	+5.5
HOUSTON METROPOLITAN MAGAZINE (85,000)	6	1.95	78,537	6,493	85,030	81,250	6,147	87,397	-3.3	+5.6	-2.7
HUDSON VALLEY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
I LOVE CATS (200,000)	3	3.00	212,505		212,505						
IDEAS PARA SU HOGAR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ILLINOIS RURAL ELECTRIC NEWS (None Claimed)	6		136,093		136,093	134,844		134,844	+.9		+.9
IN HEALTH (375,000)	3	3.00	383,383	16,309	399,692	313,383	19,805	333,188	+22.3	-17.7	+20.0
THE IN-FISHERMAN (None Claimed)	3	2.95	195,305	109,469	304,774	152,572	94,536	247,108	+28.0	+15.8	+23.3
INC.* (630,000)	6	3.00	586,366	43,837	630,203	596,846	42,703	639,549	-1.8	+2.7	-1.5
INCIDER (None Claimed)	6	3.95	171,505	20,405	191,910	91,754	25,327	117,081	+86.9	-19.4	+63.9
INDIANAPOLIS MONTHLY (43,000)	6	2.25	44,128	7,396	51,524	36,670	6,816	43,486	+20.3	+8.5	+18.5
INNSIDER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
INSIDE SPORTS* (500,000)	6	2.50	415,149	185,081	600,230	356,761	188,534	545,295	+16.4	-1.8	+10.1
INSTRUCTOR MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/88 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
INTERNATIONAL COMBAT ARMS (125,000)	3	2.95	33,443	96,082	129,525	32,909	94,395	127,304	+1.6	+1.8	+1.7
INTERVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
IRELAND OF THE WELCOMES			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
ISLANDS (140,000)	3	3.95	125,030	26,759	151,789	118,625	27,304	145,929	+5.4	-2.0	+4.0
ISSUES IN SCIENCE AND TECHNOLOGY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
JET* (850,000)	26	1.25	694,209	166,462	860,671	690,972	161,941	852,913	+.5	+2.8	+.9
JUNIOR LEAGUE REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
JUNIOR SCHOLASTIC			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
KENTUCKY LIVING (None Claimed)	6		346,062		346,062	341,697		341,697	+1.3		+1.3
KID CITY MAGAZINE (250,000)	5		302,885		302,885	281,101		281,101	+7.8		+7.8
THE KIWANIS MAGAZINE (None Claimed)	5	.75	284,467		284,467	282,126		282,126	+.8		+.8
LADIES' HOME JOURNAL* (5,000,000)	6	1.75	4,070,185	968,112	5,038,297	4,074,562	1,012,152	5,086,714	-.1	-4.4	-1.0
LADY'S CIRCLE (80,000)	3	1.95	13,810	37,432	51,242	11,549	42,570	54,119 @	+19.6	-12.1	-5.3
LAKELAND BOATING (None Claimed)	5	2.50	34,831	5,096	39,927	31,737	5,915	37,652	+9.8	-13.9	+6.0
LANG COMMUNICATIONS GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LEAR'S* (350,000)	5	3.00	388,223	64,500	452,723	233,816	95,159	328,975	+66.0	-32.2	+37.6
LEARNING 89 (None Claimed)	4	2.50	310,918		310,918	298,547		298,547	+4.1		+4.1
LIFE* (1,700,000)	7	2.95	1,166,173	583,550	1,749,723	1,193,618	556,354	1,749,972	-2.3	+4.9	-.0
LOS ANGELES MAGAZINE (172,000)	6	2.50	126,951	47,633	174,584	127,533	46,773	174,306	-.5	+1.8	+.2
LOTTERY PLAYERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
LOUISVILLE MAGAZINE (None Claimed)	6	1.95	24,099	1,340	25,439	25,757	1,311	27,068	-6.4	+2.2	-6.0
M, THE CIVILIZED MAN*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MACFADDEN WOMEN'S GROUP*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MADEMOISELLE* (1,100,000)	6	2.50	459,661	702,545	1,162,206	351,680	931,562	1,283,242	+30.7	-24.6	-9.4
THE MAGAZINE ANTIQUES (None Claimed)	6	5.00	58,230	5,258	63,488	56,981	5,563	62,544	+2.2	-5.5	+1.5
MANHATTAN, INC. (110,000)	6	3.00	105,682	7,997	113,679	78,125	11,919	90,044	+35.3	-32.9	+26.3
MARVEL COMICS GROUP (6,500,000)	6		157,283	6,462,012	6,619,295	203,673	5,949,667	6,153,340	-22.8	+8.6	+7.6
MATURE OUTLOOK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MCCALL'S* (5,000,000)	6	1.69	4,488,066	600,620	5,088,686	4,379,331	763,132	5,142,463	+2.5	-21.3	-1.1
MCCALL'S NEEDLEWORK & CRAFTS (500,000)	3	2.95	506,651	66,939	573,590	451,098	72,471	523,569	+12.3	-7.6	+9.6
MECANICA POPULAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MEMPHIS MAGAZINE (None Claimed)	6	1.95	19,598	3,605	23,203	20,361	3,956	24,317	-3.8	-8.9	-4.6
MEN'S FITNESS (None Claimed)	6	2.95	57,181	147,876	205,057	40,042	143,037	183,079	+42.8	+3.4	+12.0
METROPOLITAN HOME* (700,000)	6	2.95	626,822	82,127	708,949	623,529	80,665	704,194	+.5	+1.8	+.7
MICHIGAN COUNTRY LINES (157,000)	3		159,081		159,081	154,062		154,062	+3.3		+3.3
MICHIGAN LIVING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MICRO CORNUCOPIA (None Claimed)	3	3.95	9,296	8,346	17,642	10,222	11,700	21,922	-9.1	-28.7	-19.5
MID-ATLANTIC COUNTRY (110,000)	6	1.95	109,410	4,350	113,760	115,803	4,791	120,594	-5.5	-9.2	-5.7
MIDWEST LIVING* to 10/89 (500,000) since 10/89 (570,000)	3	2.50	485,722	88,667	574,389	442,763	83,000	525,763	+9.7	+6.8	+9.3

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
MIDWEST OUTDOORS (None Claimed)	6	1.25	19,704	17,672	37,376	18,828	18,293	37,121	+4.7	-3.4	+.7
MILWAUKEE MAGAZINE (None Claimed)	6	1.95	30,398	6,452	36,850	33,098	7,321	40,419	-8.2	-11.9	-8.8
MINNESOTA MONTHLY (73,000)	6	1.95	62,328	1,848	64,176	57,380	752	58,132	+8.6	+145.7	+10.4
MODEL RAILROADER (None Claimed)	6	2.95	128,212	65,552	193,764	123,673	66,001	189,674	+3.7	-.7	+2.2
MODERN BRIDE* (None Claimed)	3	5.00	25,169	300,118	325,287	30,238	320,293	350,531	-16.8	-6.3	-7.2
MODERN MATURITY* (19,400,000)	3		21,430,990		21,430,990	19,301,820		19,301,820	+11.0		+11.0
MONEY* (1,800,000)	6	2.95	1,549,891	284,727	1,834,618	1,534,156	287,469	1,821,625	+1.0	-1.0	+.7
MOTHER EARTH NEWS (700,000)	3	3.00	604,373	103,150	707,523	624,208	118,566	742,774	-3.2	-13.0	-4.8
MOTHER JONES (200,000)	5	2.50	176,904	23,397	200,301	166,268	15,021	181,289	+6.4	+55.8	+10.5
MOTOCROSS ACTION MAGAZINE (None Claimed)	6	2.50	21,563	65,445	87,008	22,092	65,003	87,095	-2.4	+.7	-.1
MOTOR BOATING & SAILING* (None Claimed)	6	3.00	108,557	28,736	137,293	108,639	29,883	138,522	-.1	-3.8	-.9
MOTOR TREND* (750,000)	6	3.50	570,269	247,752	818,021	563,792	221,127	784,919	+1.2	+12.0	+4.2
MOTORCYCLIST* (200,000)	6	2.50	125,677	81,036	206,713	133,031	80,604	213,635	-5.5	+.5	-3.2
MOTORHOME (None Claimed)	6	2.50	138,907	14,964	153,871	127,042	13,515	140,557	+9.3	+10.7	+9.5
MOTORLAND			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MOUNTAIN BIKE (40,000)	3	2.50	26,373	28,423	54,796	14,867	22,171	37,038	+77.4	+28.2	+48.0
MOUNTAIN BIKE ACTION (None Claimed)	6	2.95	10,203	34,919	45,122	7,227	30,378	37,605	+41.2	+15.0	+20.0
MPLS. ST. PAUL MAGAZINE (60,000)	6	1.95	48,151	14,000	62,151	33,959	12,147	46,106	+41.8	+15.3	+34.8

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
MS. MAGAZINE*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MUSCLE & FITNESS (None Claimed)	6	3.95	123,453	468,379	591,832	120,696	482,375	603,071	+2.3	-2.9	-1.9
MUSICIAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MUSTANG (None Claimed)	3	2.95	54,089	81,096	135,185	45,195	79,258	124,453	+19.7	+2.3	+8.6
THE NATION			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NATION'S BUSINESS* (850,000)	6	2.50	855,516	2,712	858,228	852,768	2,656	855,424	+.3	+2.1	+.3
NATIONAL ENQUIRER* (4,100,000)	26	.85	437,244	3,663,496	4,100,740	455,612	3,830,095	4,285,707	-4.0	-4.4	-4.3
NATIONAL EXAMINER (1,000,000)	26	.75	18,892	875,064	893,956	18,490	1,101,944	1,120,434	+2.2	-20.6	-20.2
NATIONAL FISHERMAN (None Claimed)	6	2.50	41,056	9,474	50,530	39,775	11,719	51,494	+3.2	-19.2	-1.9
NATIONAL GEOGRAPHIC MAGAZINE* (10,481,000)	6	2.25	10,803,286	87,374	10,890,660	10,510,570	63,992	10,574,562	+2.8	+36.5	+3.0
NATIONAL LAMPOON (250,000)	3	3.95	95,792	147,606	243,398	76,911	166,106	243,017	+24.6	-11.1	+.2
NATIONAL LAW JOURNAL (None Claimed)	26	2.00	43,414	134	43,548	45,545	117	45,662	-4.7	+14.5	-4.6
NATIONAL REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE NATIONAL SPORTS REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NATURAL HISTORY* to 10/89 (505,000) since 10/89 (510,000)	6	2.50	508,817	7,492	516,309	508,556	8,798	517,354	+.1	-14.8	-.2
NAVY TIMES* (87,000)	26	2.00	81,415	9,478	90,893	79,260	10,217	89,477	+2.7	-7.2	+1.6
NEA TODAY (1,800,000)	4		1,919,340		1,919,340	1,849,186		1,849,186	+3.8		+3.8
NEW BODY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NEW CHOICES FOR THE BEST YEARS* (575,000)	6	2.50	580,431	10,702	591,133	507,062		507,062	+14.5		+16.6

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
NEW ENGLAND MONTHLY to 07/89 (115,000) since 07/89 (120,000)	6	1.95	111,694	8,418	120,112	98,686	13,806	112,492	+13.2	-39.0	+6.8
NEW HAMPSHIRE PROFILES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NEW JERSEY MONTHLY (None Claimed)	6	2.00	84,180	14,391	98,571	86,071	15,624	101,695	-2.2	-7.9	-3.1
NEW MEXICO MAGAZINE (93,000)	6	2.25	102,373	6,844	109,217	94,172	7,537	101,709	+8.7	-9.2	+7.4
THE NEW REPUBLIC (95,000)	23	2.50	93,402	4,467	97,869	94,222	5,497	99,719	-.9	-18.7	-1.9
NEW WOMAN* (1,260,000)	6	1.95	746,892	643,938	1,390,830	763,004	569,582	1,332,586	-2.1	+13.1	+4.4
NEW YORK MAGAZINE* (415,000)	24	1.95	393,295	39,698	432,993	385,444	38,457	423,901	+2.0	+3.2	+2.1
THE NEW YORKER* (550,000)	26	1.75	595,427	26,696	622,123	583,943	29,332	613,275	+2.0	-9.0	+1.4
NEWSWEEK* (3,100,000)	26	2.00	3,006,589	173,422	3,180,011	3,041,795	185,596	3,227,391	-1.2	-6.6	-1.5
NEWSWEEK INTERNATIONAL (ASIA EDITION) (200,000)	25		149,397	55,072	204,469	154,182	54,110	208,292	-3.1	+1.8	-1.8
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION) (300,000)	25		221,553	91,453	313,006	203,107	95,619	298,726	+9.1	-4.4	+4.8
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION) (55,000)	25		41,548	15,202	56,750	35,363	18,967	54,330	+17.5	-19.9	+4.5
NORTH AMERICAN HUNTER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NORTH SHORE to 10/89 (42,000) since 10/89 (45,000)	6	1.95	27,300	3,325	30,625	26,450	3,645	30,095	+3.2	-8.8	+1.8
NRTA/AARP BULLETIN (20,500,000)	5		21,092,794		21,092,794	19,000,184		19,000,184	+11.0		+11.0
OFF-ROAD (None Claimed)	6	2.50	18,061	50,828	68,889	27,659	32,897	60,556	-34.7	+54.5	+13.8
OHIO FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
OHIO MAGAZINE (None Claimed)	6	2.00	107,569	3,325	110,894	98,226	4,066	102,292	+9.5	-18.2	+8.4
THE OLD HOUSE JOURNAL (125,000)	3	3.95	111,043	15,428	126,471	104,321	13,316	117,637	+6.4	+15.9	+7.5
OMNI* (925,000)	6	3.50	683,337	242,099	925,436	670,435	254,910	925,345	+1.9	-5.0	+.0
1,001 HOME IDEAS* to 09/89 (1,500,000) since 09/89 (1,650,000)	6	1.95	1,552,403	50,696	1,603,099	1,492,663	44,043	1,536,706	+4.0	+15.1	+4.3
OPEN WHEEL (50,000)	6	3.50	31,298	21,328	52,626	25,665	22,282	47,947 @	+22.0	-4.3	+9.8
OPERA NEWS (120,000)	7	2.50	122,796	1,938	124,734	121,235	1,737	122,972	+1.3	+11.6	+1.4
ORANGE COAST MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
ORGANIC GARDENING* (1,000,000)	5	1.95	1,021,925	15,289	1,037,214	1,075,872	10,534	1,086,406	-5.0	+45.1	-4.5
OUTDOOR LIFE* (1,500,000)	6	1.95	1,400,491	107,038	1,507,529	1,376,879	137,521	1,514,400	+1.7	-22.2	-.5
OUTDOOR PHOTOGRAPHER (None Claimed)	5	2.95	122,245	40,147	162,392	95,778	42,806	138,584	+27.6	-6.2	+17.2
OUTSIDE* (300,000)	6	2.95	240,260	61,451	301,711	220,710	66,663	287,373	+8.9	-7.8	+5.0
PACIFIC NORTHWEST (None Claimed)	6	2.95	63,450	9,600	73,050	70,031	8,523	78,554	-9.4	+12.6	-7.0
PALM BEACH LIFE (None Claimed)	6	3.50	13,743	3,437	17,180	13,884	3,314	17,198	-1.0	+3.7	-.1
PALM SPRINGS LIFE (None Claimed)	6	3.95	15,253	4,764	20,017	13,009	4,100	17,109	+17.3	+16.2	+17.0
PARENTING MAGAZINE to 08/89 (425,000) since 08/89 (500,000)	5	1.95	439,405	49,704	489,109	319,760	40,889	360,649	+37.4	+21.6	+35.6
PARENTS MAGAZINE* (1,725,000)	6	1.95	1,610,166	142,531	1,752,697	1,642,621	130,012	1,772,633	-2.0	+9.6	-1.1
PC/COMPUTING to 08/89 (290,000) since 08/89 (360,000)	6	2.95	406,604	65,038	471,642	246,375	66,250	312,625	+65.0	-1.8	+50.9

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PCRESOURCE			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
PENN LINES (None Claimed)	6		146,757		146,757	144,064		144,064	+1.9		+1.9
THE PENNSYLVANIA SPORTSMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PENTHOUSE* (2,250,000)	6	4.50	311,433	1,519,390	1,830,823	238,841	1,869,415	2,108,256	+30.4	-18.7	-13.2
PEOPLE WEEKLY* (3,000,000)	27	1.95	1,521,490	1,749,345	3,270,835	1,481,357	1,868,044	3,349,401	+2.7	-6.4	-2.4
PERFORMANCE HORSEMAN (31,000)	6	2.95	25,992	692	26,684	26,789	691	27,480	-3.0	+.1	-2.9
PERSONAL COMPUTING*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PETERSEN MAGAZINE NETWORK* (Variable Rate Base)	6		3,860,562	1,492,379	5,352,941	3,025,554	1,260,068	4,285,622	+27.6	+18.4	+24.9
PETERSEN'S 4 WHEEL & OFF-ROAD* (300,000)	6	2.95	207,041	134,372	341,413	175,029	117,312	292,341	+18.3	+14.5	+16.8
PETERSEN'S CIRCLE TRACK* (110,000)	6	3.25	77,546	33,864	111,410	75,272	33,340	108,612	+3.0	+1.6	+2.6
PETERSEN'S FISHING (100,000)	3	1.95	60,542	42,332	102,874	8,394	43,054	51,448	+621.3	-1.7	+100.0
PETERSEN'S HANDGUNS (100,000)	6	2.95	27,758	90,089	117,847	15,061	102,150	117,211	+84.3	-11.8	+.5
PETERSEN'S HUNTING* (325,000)	6	2.50	262,986	64,257	327,243	284,267	68,679	352,946	-7.5	-6.4	-7.3
PETERSEN'S PHOTOGRAPHIC* (250,000)	6	2.95	202,644	48,545	251,189	229,512	45,376	274,888	-11.7	+7.0	-8.6
PETERSEN'S PRO BASEBALL (1989 EDITION)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PETERSEN'S PRO BASKETBALL (1989 EDITION) (None Claimed)	1	2.95		146,128	146,128		145,000	145,000		+.8	+.8

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PETERSEN'S PRO FOOTBALL (1989 EDITION) (None Claimed)	1	2.95		200,229	200,229		202,754	202,754		-1.3	-1.3
PHILADELPHIA MAGAZINE (140,000)	6	2.50	119,201	29,791	148,992	117,208	31,611	148,819	+1.7	-5.8	+.1
PHOENIX HOME & GARDEN (None Claimed)	6	2.00	31,989	4,414	36,403	31,240	4,065	35,305	+2.4	+8.6	+3.1
PILLSBURY CLASSIC COOKBOOKS (400,000)	6	2.50	42,187	434,744	476,931	41,200	385,428	426,628	+2.4	+12.8	+11.8
PILOTING CAREERS (None Claimed)	6	5.00	18,084		18,084	16,631		16,631	+8.7		+8.7
PITTSBURGH MAGAZINE (65,000)	6	2.50	55,114	6,030	61,144	58,701	7,154	65,855	-6.1	-15.7	-7.2
PLANE & PILOT (None Claimed)	6	2.75	74,216	23,628	97,844	64,570	23,110	87,680	+14.9	+2.2	+11.6
PLAYBOY* (3,400,000)	6	4.00	2,527,432	893,771	3,421,203	2,690,965	864,698	3,555,663	-6.1	+3.4	-3.8
POPULAR ELECTRONICS (None Claimed)	6	2.50	41,258	37,440	78,698	36,505	30,455	66,960	+13.0	+22.9	+17.5
POPULAR HOT RODDING (None Claimed)	6	2.50	82,927	134,559	217,486	89,253	144,116	233,369	-7.1	-6.6	-6.8
POPULAR MECHANICS* (1,600,000)	6	1.95	1,385,704	264,989	1,650,693	1,402,475	265,621	1,668,096	-1.2	-.2	-1.0
POPULAR PHOTOGRAPHY* to 10/89 (725,000) since 10/89 (950,000)	6	2.50	858,054	69,334	927,388	653,905	72,667	726,572	+31.2	-4.6	+27.6
POPULAR SCIENCE* (1,800,000)	6	1.95	1,598,736	219,667	1,818,403	1,606,276	238,047	1,844,323	-.5	-7.7	-1.4
PRACTICAL HOMEOWNER* (750,000)	5	2.00	744,197	15,660	759,857	701,178	18,552	719,730	+6.1	-15.6	+5.6
PRACTICAL HORSEMAN (57,000)	6	2.95	54,714	2,473	57,187	54,592	2,578	57,170	+.2	-4.1	+.0
PREMIERE* (375,000)	6	2.50	256,411	184,061	440,472	178,050	169,990	348,040	+44.0	+8.3	+26.6
PREVENTION* (2,900,000)	6	1.95	2,783,164	351,750	3,134,914	2,812,828	323,619	3,136,447	-1.1	+8.7	-.1

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PREVIEW PUBLISHING SPORTS NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PRIVATE CLUBS (135,000)	3	3.00	158,063		158,063	143,805		143,805	+9.9		+9.9
PRIVATE PILOT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PSYCHOLOGY TODAY* (875,000)	5	1.95	783,233	104,537	887,770	842,352	89,507	931,859	-7.0	+16.8	-4.7
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE (None Claimed)	6	4.00	55,009	459	55,468	56,139	518	56,657	-2.0	-11.4	-2.1
THE QUARTER HORSE JOURNAL (None Claimed)	6	2.50	66,172	2,565	68,737	64,119	2,595	66,714	+3.2	-1.2	+3.0
THE QUARTER RACING JOURNAL (None Claimed)	6	2.50	10,624	161	10,785	8,897	116	9,013	+19.4	+38.8	+19.7
RADIO-ELECTRONICS (None Claimed)	6	2.25	138,388	61,789	200,177	151,064	61,034	212,098	-8.4	+1.2	-5.6
RAILROAD MODEL CRAFTSMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
READER'S DIGEST* (16,250,000)	6	1.89	15,419,265	924,334	16,343,599	15,486,755	965,667	16,452,422	-.4	-4.3	-.7
REDBOOK* (3,800,000)	6	1.95	3,147,372	754,047	3,901,419	3,142,469	808,020	3,950,489	+.2	-6.7	-1.2
RHODE ISLAND MONTHLY to 05/19/89 (15,000) since 05/19/89 (20,000)	6	1.95	22,409	3,973	26,382	14,202	3,324	17,526	+57.8	+19.5	+50.5
RIDER (None Claimed)	6	1.95	94,876	10,833	105,709	119,615	12,851	132,466	-20.7	-15.7	-20.2
RIGHT ON! GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ROAD & TRACK* (700,000)	6	2.95	499,806	208,417	708,223	484,665	219,234	703,899	+3.1	-4.9	+.6
THE ROBB REPORT (None Claimed)	6	6.00	17,656	24,079	41,735	15,381	23,033	38,414	+14.8	+4.5	+8.7
ROLLING STONE* (1,175,000)	11	2.50	913,645	303,136	1,216,781	976,443	297,238	1,273,681	-6.4	+2.0	-4.5

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE ROTARIAN (490,000)	6	1.00	529,020		529,020	521,827		521,827	+1.4		+1.4
RUNNER'S WORLD* (425,000)	6	2.95	357,870	69,953	427,823	362,092	82,768	444,860	-1.2	-15.5	-3.8
RURAL GEORGIA (258,000)	6		267,673		267,673	249,836		249,836	+7.1		+7.1
RURAL LIVING (230,000)	6		247,684		247,684	238,494		238,494	+3.9		+3.9
SACRAMENTO MAGAZINE (None Claimed)	6	2.50	23,848	3,272	27,120	21,179	3,537	24,716	+12.6	-7.5	+9.7
SAIL (None Claimed)	6	2.50	119,109	46,142	165,251	118,738	49,408	168,146	+.3	-6.6	-1.7
SAILING WORLD (None Claimed)	6	1.95	45,524	12,587	58,111	41,490	11,037	52,527	+9.7	+14.0	+10.6
SALT WATER SPORTSMAN to 10/89 (134,000) since 10/89 (140,000)	6	2.95	114,069	24,548	138,617	111,313	24,755	136,068	+2.5	-.8	+1.9
SAN DIEGO HOME/GARDEN MAGAZINE (None Claimed)	6	1.95	30,554	4,329	34,883	28,207	4,015	32,222	+8.3	+7.8	+8.3
SAN DIEGO MAGAZINE (64,000)	6	2.00	58,818	10,675	69,493	57,174	12,452	69,626	+2.9	-14.3	-.2
SAN FRANCISCO FOCUS (175,000)	6	2.50	179,383	4,913	184,296	181,592	5,849	187,441	-1.2	-16.0	-1.7
SASSY (450,000)	6	2.00	316,630	133,849	450,479	295,895	140,782	436,677	+7.0	-4.9	+3.2
SATELLITE ORBIT to 09/89 (350,000) since 09/89 (300,000)	6	4.95	176,501	138,962	315,463	222,590	141,258	363,848	-20.7	-1.6	-13.3
THE SATURDAY EVENING POST (570,000)	4	2.25	527,413	67,550	594,963	554,430	71,909	626,339	-4.9	-6.1	-5.0
SAVVY WOMAN* to 07/01/89 (400,000) since 07/01/89 (450,000)	6	2.00	445,072	11,640	456,712	400,153	9,263	409,416	+11.2	+25.7	+11.6
SCHOLASTIC H.S. NETWORK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
SCHOLASTIC MAGAZINES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SCIENCE (150,000)	25	3.50	153,841		153,841	153,431		153,431	+.3		+.3
SCIENCE NEWS (185,000)	26	1.00	227,621	1,004	228,625	207,036		207,036	+9.9		+10.4
THE SCIENCES (70,000)	3	3.50	56,656	13,982	70,638	57,088	16,381	73,469	-.8	-14.7	-3.9
SCIENTIFIC AMERICAN* (600,000)	6	2.95	506,463	152,759	659,222	492,588	152,410	644,998	+2.8	+.2	+2.2
SCOUTING* (900,000)	3	.60	949,405		949,405	1,009,086		1,009,086	-5.9		-5.9
SEATTLE WEEKLY (None Claimed)	26	.75	20,645	13,239	33,884	21,678	10,891	32,569	-4.8	+21.6	+4.0
SELF* to 09/89 (1,000,000) since 09/89 (1,100,000)	6	1.95	621,707	591,607	1,213,314	567,609	662,182	1,229,791	+9.5	-10.7	-1.3
SESAME STREET MAGAZINE (1,200,000)	5		1,235,842		1,235,842	1,224,134	36,140 ☆	1,260,274	+1.0		-1.9
SEVENTEEN* (1,750,000)	6	1.75	1,282,922	483,239	1,766,161	1,283,021	469,287	1,752,308	-.0	+3.0	+.8
SEW NEWS (None Claimed)	6	2.50	178,451	36,586	215,037	183,257	38,020	221,277	-2.6	-3.8	-2.8
SHAPE MAGAZINE* (None Claimed)	6	2.00	210,350	451,015	661,365	233,852	467,015	700,867	-10.1	-3.4	-5.6
SHOOTING TIMES (None Claimed)	6	2.95	91,459	88,587	180,046	99,594	92,121	191,715	-8.2	-3.8	-6.1
SHUTTERBUG (None Claimed)	6	2.50	45,576	30,725	76,301	43,570	27,692	71,262	+4.6	+11.0	+7.1
SIERRA*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
16 MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SKI MAGAZINE* (450,000)	4	1.95	374,200	90,715	464,915	376,347	89,472	465,819	-.6	+1.4	-.2
SKIING MAGAZINE* (440,000)	4	1.95	355,599	91,613	447,212	360,184	91,368	451,552	-1.3	+.3	-1.0
SKIN DIVER MAGAZINE* (200,000)	6	2.95	174,337	44,945	219,282	175,867	41,927	217,794	-.9	+7.2	+.7
SMASH HITS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SMITHSONIAN* (2,100,000)	6	2.50	2,328,261	14,182	2,342,443	2,250,174	11,841	2,262,015	+3.5	+19.8	+3.6
SNOW WEEK (25,000)	8	1.95	23,194	14	23,208	23,938	13	23,951	-3.1	+7.7	-3.1
SOAP OPERA DIGEST*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOAP OPERA STARS (None Claimed)	3	2.25		65,163	65,163		67,369	67,369		-3.3	-3.3
SOLDIER OF FORTUNE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOPHISTICATE'S HAIRSTYLE GUIDE (80,000)	3	2.95		102,315	102,315		98,646	98,646		+3.7	+3.7
SOUTH FLORIDA (None Claimed)	6	2.50	27,852	3,141	30,993	23,366	3,241	26,607	+19.2	-3.1	+16.5
SOUTHERN ACCENTS* (250,000)	3	4.00	206,794	47,991	254,785	214,359	46,010	260,369	-3.5	+4.3	-2.1
SOUTHERN HOMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN LIVING* (2,275,000)	6	2.50	2,119,254	199,587	2,318,841	2,097,730	190,965	2,288,695	+1.0	+4.5	+1.3
SOUTHPOINT MAGAZINE to 10/89 (250,000) since 10/89 (275,000)	5	1.95	254,351	10,380	264,731	256,395	4,369	260,764	-.8	+137.6	+1.5
SOUTHERN OUTDOORS (None Claimed)	4	2.50	217,105	17,316	234,421	214,490	17,220	231,710	+1.2	+.6	+1.2
SOUTHERN SALTWATER (None Claimed)	3	2.50	74,246	7,312	81,558						
SOUTHWEST ART (None Claimed)	6	4.50	50,551	14,685	65,236	49,897	11,365	61,262	+1.3	+29.2	+6.5
SPANAMERICA MAGAZINE NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPANAMERICAN MEN'S GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPANAMERICAN WOMEN'S GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPECTRUM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPIN			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SPORT* (650,000)	6	2.50	825,108	134,958	960,066	830,824	116,181	947,005	-.7	+16.2	+1.4
SPORT FISHING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE SPORTING NEWS* (725,000)	27	2.25	668,804	41,648	710,452	693,416	39,875	733,291	-3.6	+4.5	-3.1
SPORTS AFIELD* (500,000)	6	1.95	443,793	83,362	527,155	441,673	81,501	523,174	+.5	+2.3	+.8
SPORTS ILLUSTRATED* (3,150,000)	26	2.69	3,302,664	121,729	3,424,393	3,203,887	125,528	3,329,415	+3.1	-3.0	+2.9
SPY (130,000)	6	2.95	66,246	66,514	132,760	48,756	54,467	103,223	+35.9	+22.1	+28.6
ST. LOUIS MAGAZINE, INC.			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
STAR* (3,500,000)	26	.79	443,739	3,145,014	3,588,753	427,808	3,254,988	3,682,796	+3.7	-3.4	-2.6
STAR COMICS (None Claimed)	8	1.00	28,527	434,875	463,402	17,939	314,661	332,600	+59.0	+38.2	+39.3
STEREO REVIEW* to 10/89 (500,000) since 10/89 (600,000)	6	2.50	492,981	52,750	545,731	451,398	53,184	504,582	+9.2	-.8	+8.2
STOCK CAR RACING (90,000)	6	2.95	60,865	40,144	101,009	56,041	40,496	96,537	+8.6	-.9	+4.6
STREET & SMITH'S BASEBALL (None Claimed)	1	3.50		300,198	300,198		284,341	284,341		+5.6	+5.6
SUCCESS!* (450,000)	5	1.95	395,165	58,897	454,062	385,810	49,531	435,341	+2.4	+18.9	+4.3
SUNSET, THE MAGAZINE OF WESTERN LIVING* (1,275,000)	6	1.95	1,305,293	87,722	1,393,015	1,334,800	96,060	1,430,860	-2.2	-8.7	-2.6
SUPER CHEVY (None Claimed)	6	2.50	94,144	73,928	168,072	81,057	64,671	145,728	+16.2	+14.3	+15.3
SUPER STOCK AND DRAG ILLUSTRATED (50,000)	6	2.95	17,037	25,642	42,679	17,467	26,555	44,022	-2.5	-3.4	-3.1
SUPER TEEN (None Claimed)	6	2.25		185,990	185,990		160,958	160,958		+15.6	+15.6

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
THE SUPERMAN GROUP (2,300,000)	6		16,870	3,047,046	3,063,916		2,347,222	2,347,222		+29.8	+30.5
T.V. Y NOVELAS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TEACHING AND COMPUTERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
'TEEN* (1,000,000)	6	1.95	734,496	365,741	1,100,237	756,857	336,194	1,093,051	-3.0	+8.8	+.7
TEEN BEAT (200,000)	6	2.25	49,022	188,799	237,821	62,214	157,715	219,929	-21.2	+19.7	+8.1
TEEN MACHINE (None Claimed)	5	2.25		92,423	92,423		97,723	97,723		-5.4	-5.4
THE TENNESSEE MAGAZINE (None Claimed)	6		321,907		321,907	314,059		314,059	+2.5		+2.5
TENNIS* to 10/01/89 (525,000) since 10/01/89 (600,000)	6	1.95	546,394	56,437	602,831	484,883	49,042	533,925	+12.7	+15.1	+12.9
TEXAS FISH & GAME (None Claimed)	4	1.95	54,483	5,419	59,902	53,295	3,804	57,099	+2.2	+42.5	+4.9
TEXAS FISHERMAN (None Claimed)	3	1.95	63,464	11,773	75,237	61,420	11,685	73,105	+3.3	+.8	+2.9
TEXAS MONTHLY (300,000)	6	1.95	265,741	37,250	302,991	258,653	41,452	300,105	+2.7	-10.1	+1.0
3-2-1 CONTACT (400,000)	5		431,218		431,218	435,911		435,911	-1.1		-1.1
TIGER BEAT GROUP			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
TIME-THE WEEKLY NEWSMAGAZINE* (4,300,000)	26	2.00	4,120,748	218,281	4,339,029	4,416,189	232,265	4,648,454	-6.7	-6.0	-6.7
TIME ASIA (270,000)	25		240,284	42,724	283,008	215,357	41,304	256,661	+11.6	+3.4	+10.3
TIME ATLANTIC (510,000)	26		419,256	96,295	515,551	427,628	92,239	519,867	-2.0	+4.4	-.8
TIME LATIN AMERICA (90,000)	26		73,248	21,374	94,622	69,673	20,409	90,082	+5.1	+4.7	+5.0

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TIME-THE WEEKLY NEWSMAGAZINE- IN CANADA (335,000)	26	2.50	326,704	24,258	350,962	312,613	27,463	340,076	+4.5	-11.7	+3.2
TOURS & RESORTS (None Claimed)	3	2.50	185,978	3,346	189,324	197,337	4,366	201,703	-5.8	-23.4	-6.1
TOWN & COUNTRY* to 08/01/89 (400,000) since 08/01/89 (420,000)	6	3.00	347,515	79,665	427,180	338,654	85,214	423,868	+2.6	-6.5	+.8
TRADE-A-PLANE (None Claimed)	18	3.00	63,153	2,600	65,753						
TRAILER BOATS (70,000)	5	2.95	53,103	24,532	77,635	51,963	21,208	73,171	+2.2	+15.7	+6.1
TRAILER LIFE (None Claimed)	6	2.50	306,539	18,304	324,843	302,737	19,428	322,165	+1.3	-5.8	+.8
TRAINS (None Claimed)	6	2.75	70,046	24,471	94,517	69,729	24,811	94,540	+.5	-1.4	-.0
TRANSWORLD SKATEBOARDING (None Claimed)	5	3.50	22,353	112,566	134,919	31,171	136,481	167,652	-28.3	-17.5	-19.5
TRAVEL & LEISURE* (1,100,000)	6	3.00	1,099,876	15,452	1,115,328	1,111,787	14,001	1,125,788	-1.1	+10.4	-.9
TRAVEL-HOLIDAY (750,000)	6	2.50	665,743	7,758	673,501	473,476	281,628	755,104	+40.6	-97.3	-10.8
TRAVELER* (775,000)	3	3.50	739,154	487	739,641	796,489	189	796,678	-7.2	+157.7	-7.2
TRUCKIN' (None Claimed)	6	2.95	26,847	152,376	179,223	23,435	109,216	132,651	+14.6	+39.5	+35.1
TRUE STORY*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TU INTERNACIONAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TURTLE MAGAZINE FOR PRESCHOOL KIDS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TV CROSSWORDS (None Claimed)	9	1.39	101,428	200,700	302,128	131,018	206,889	337,907	-22.6	-3.0	-10.6
TV GUIDE* (15,800,000)	27	.75	8,641,201	7,226,549	15,867,750	8,827,705	7,475,000	16,302,705	-2.1	-3.3	-2.7

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID.	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TV PICTURE LIFE/METAL EDGE (200,000)	6	2.25		200,369	200,369		158,436	158,436		+26.5	+26.5
U.S. NEWS & WORLD REPORT* (2,150,000)	25	1.95	2,139,188	70,808	2,209,996	2,235,186	65,011	2,300,197	-4.3	+8.9	-3.9
UNIQUE HOMES (None Claimed)	3	6.95	35,167	37,308	72,475	31,545	34,333	65,878	+11.5	+8.7	+10.0
US* (1,325,000)	12	1.75	933,042	432,850	1,365,892	952,502	427,100	1,379,602	-2.0	+1.4	-1.0
UTNE READER (125,000)	3	4.00	128,575	23,700	152,275	94,922	14,027	108,949	+35.5	+69.0	+39.8
VANIDADES CONTINENTAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VANITY FAIR* (500,000)	6	2.50	469,401	272,346	741,747	426,975	225,335	652,310	+9.9	+20.9	+13.7
VANTAGE (300,000)	3	3.00	292,513		292,513	216,806		216,806	+34.9		+34.9
VELONEWS (None Claimed)	8	2.00	14,978	8,215	23,193	10,649	3,299	13,948	+40.7	+149.0	+66.3
VFW AUXILIARY MAGAZINE (730,298)	5		734,740		734,740	732,757		732,757	+.3		+.3
V.F.W. MAGAZINE (None Claimed)	6	.20	1,979,899		1,979,899	1,955,052		1,955,052	+1.3		+1.3
VICTORIA* (750,000)	5	2.50	552,082	241,708	793,790	382,504	300,600	683,104	+44.3	-19.6	+16.2
VIDEO (450,000)	6	2.50	401,082	51,226	452,308	394,441	58,849	453,290	+1.7	-13.0	-.2
VIDEO MARKETPLACE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VIDEO REVIEW*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VISION-THE INTER-AMERICAN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VISTA USA*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VOGUE* to 09/89 (1,000,000) since 09/89 (1,100,000)	6	3.00	486,489	761,431	1,247,920	440,637	761,834	1,202,471	+10.4	-.1	+3.8

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
VOGUE PATTERNS (None Claimed)	3	2.95	163,214	69,729	232,943	143,913	78,750	222,663	+13.4	-11.5	+4.6
VW & PORSCHE (None Claimed)	3	2.75	25,722	52,309	78,031	27,173	55,129	82,302	-5.3	-5.1	-5.2
"W"*		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE WALKING MAGAZINE (420,000)	3	2.95	381,688	38,942	420,630	285,389	46,092	331,481	+33.7	-15.5	+26.9
THE WASHINGTON POST NATIONAL WEEKLY EDITION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WASHINGTON, THE EVERGREEN STATE MAGAZINE (None Claimed)	4	2.95	56,822	6,686	63,508	59,486	10,625	70,111	-4.5	-37.1	-9.4
THE WASHINGTONIAN (110,000)	6	1.95	109,662	56,583	166,245	104,090	57,102	161,192	+5.4	-.9	+3.1
WATERSKI		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WEEKLY WORLD NEWS (None Claimed)	26	.70	34,293	814,474	848,767	41,547	948,630	990,177	-17.5	-14.1	-14.3
WEIGHT WATCHERS MAGAZINE* (1,000,000)	6	1.95	898,051	109,704	1,007,755	870,114	133,233	1,003,347	+3.2	-17.7	+.4
THE WESTERN BOATMAN (None Claimed)	3	3.00	9,351	6,221	15,572	9,353	6,215	15,568	-.0	+.1	+.0
WESTERN HORSEMAN (None Claimed)	6	2.25	111,316	69,282	180,598	106,602	68,949	175,551	+4.4	+.5	+2.9
WESTERN OUTDOORS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WESTWAYS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WILDFOWL (None Claimed)	3	3.50	29,771	140	29,911	27,580	141	27,721	+7.9	-.7	+7.9
THE WINE SPECTATOR (60,000)	11	2.00	69,174	16,446	85,620	52,422	11,068	63,490	+32.0	+48.6	+34.9
WING & SHOT (None Claimed)	3	3.50	17,889	158	18,047	14,948	552	15,500	+19.7	-71.4	+16.4
WOMAN (500,000)	6	1.95	62,360	440,037	502,397	8,221	510,722	518,943	+658.6	-13.8	-3.2

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			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
WOMAN'S DAY* (Variable Rate Base)	7	1.09	107,288	4,598,000	4,705,288	123,131	5,448,442	5,571,573	-12.9	-15.6	-15.6
WOMAN'S WORLD (1,400,000)	26	.95		1,560,496	1,560,496		1,413,575	1,413,575		+10.4	+10.4
WOMEN'S SPORTS & FITNESS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
WOODENBOAT (None Claimed)	3	3.95	57,382	44,551	101,933	56,003	44,551	100,554	+2.5		+1.4
THE WORKBASKET (1,200,000)	5	1.50	1,280,628	14,950	1,295,578	1,385,585	17,200	1,402,785	-7.6	-13.1	-7.6
WORKBENCH (800,000)	3	2.00	875,753	33,366	909,119	817,673	28,000	845,673	+7.1	+19.2	+7.5
WORKING MOTHER* (625,000)	6	1.95	523,453	14,619	538,072	593,072	12,879	605,951	-11.7	+13.5	-11.2
WORKING WOMAN*			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
WORLD PRESS REVIEW (60,000)	6	2.95	61,306	2,246	63,552	62,794	2,184	64,978	-2.4	+2.8	-2.2
WORLD TENNIS* (500,000)	6	1.75	500,089	33,303	533,392	413,194	27,882	441,076	+21.0	+19.4	+20.9
WOW! MAGAZINE (None Claimed)	6	2.25	3,503	135,340	138,843		91,402	91,402		+48.1	+51.9
WRITER'S DIGEST (None Claimed)	6	2.50	242,793	26,198	268,991	182,881	25,402	208,283	+32.8	+3.1	+29.2
WWF MAGAZINE to 09/89 (250,000) since 09/89 (300,000)	6	2.50	89,946	252,031	341,977	69,542	195,415	264,957	+29.3	+29.0	+29.1
YACHTING* (None Claimed)	6	3.00	97,132	36,277	133,409	92,533	40,200	132,733	+5.0	-9.8	+.5
YANKEE* (1,000,000)	6	1.95	943,545	59,236	1,002,781	940,768	63,180	1,003,948	+.3	-6.2	-.1
YM to 08/89 (850,000) since 08/89 (925,000)	5	2.00	786,389	180,860	967,249	735,102	152,469	887,571	+7.0	+18.6	+9.0
ZOOMIN' (None Claimed)	2	3.00	11,521		11,521	11,729	217	11,946	-1.8		-3.6

CANADA

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			SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
ALBERTA/WESTERN REPORT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ATLANTIC INSIGHT (None Claimed)	6	1.95	34,117	2,123	36,240	35,668	2,233	37,901	-4.4	-4.9	-4.4
BC OUTDOORS (None Claimed)	2	2.95	39,224	7,547	46,771	27,995	5,430	33,425	+40.1	+39.0	+39.9
CANADIAN BUSINESS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CANADIAN GEOGRAPHIC (None Claimed)	3	3.95	223,076	14,990	238,066	187,247	13,733	200,980	+19.1	+9.2	+18.5
CANADIAN LIVING (None Claimed)	7	2.25	372,258	192,858	565,116	350,028	202,761	552,789	+6.4	-4.9	+2.2
CANADIAN WORKSHOP (112,000)	6	2.75	119,163	3,208	122,371	102,355	3,223	105,578	+16.4	-.5	+15.9
CANADIAN YACHTING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CHATELAINE (1,000,000)	6	2.00	905,122	60,487	965,609	931,875	66,356	998,231	-2.9	-8.8	-3.3
CHATELAINE (FRENCH LANGUAGE EDITION) (250,000)	6	2.25	226,022	16,774	242,796	241,024	18,229	259,253	-6.2	-8.0	-6.4
CITY & COUNTRY HOME (None Claimed)	5	3.50	76,951	4,889	81,840	80,423	5,087	85,510	-4.3	-3.9	-4.3
CLIN D'OEIL (None Claimed)	6	2.95	18,804	48,523	67,327	17,088	52,828	69,916	+10.0	-8.2	-3.7
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION) (1,250,000)	6		1,131,144	77,261	1,208,405	1,172,899	84,585	1,257,484	-3.6	-8.7	-3.9
COUP DE POUCE (None Claimed)	7	2.50	74,894	69,465	144,359	60,507	80,144	140,651	+23.8	-13.3	+2.6
COUP DE POUCE EXTRA (None Claimed)	2	3.50		38,202	38,202		44,704	44,704		-14.5	-14.5
CRAFTS PLUS (120,000)	4	2.50	100,242	4,224	104,466	103,851	2,541	106,392	-3.5	+66.2	-1.8
CROC (None Claimed)	6	2.95	13,354	59,303	72,657	16,304	64,448	80,752	-18.1	-8.0	-10.0

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			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
DECORATION CHEZ-SOI (None Claimed)	5	2.95	28,079	31,410	59,489	25,223	38,066	63,289	+11.3	-17.5	-6.0
EASTERN WOODS & WATERS (None Claimed)	2	2.75	13,358	2,015	15,373	12,245	4,357	16,602	+9.1	-53.8	-7.4
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY (None Claimed)	3	3.95	155,598	12,584	168,182	148,560	12,832	161,392	+4.7	-1.9	+4.2
FEMME PLUS (None Claimed)	6	2.50	31,239	45,610	76,849	26,701	49,307	76,008	+17.0	-7.5	+1.1
FILLES D'AUJOURD'HUI (None Claimed)	6	2.50	23,436	35,458	58,894	14,327	27,863	42,190	+63.6	+27.3	+39.6
FINANCIAL TIMES OF CANADA (None Claimed)	26	1.00	104,851	2,958	107,809	103,341	3,701	107,042	+1.5	-20.1	+.7
FLARE (210,000)	6	2.50	186,343	20,008	206,351	196,226	26,991	223,217	-5.0	-25.9	-7.6
GUIDE RESSOURCES (None Claimed)	3	3.25	11,493	12,574	24,067	8,921	8,544	17,465	+28.8	+47.2	+37.8
HARROWSMITH MAGAZINE (None Claimed)	3	3.50	136,565	18,642	155,207	140,127	15,189	155,316	-2.5	+22.7	-.1
THE HOCKEY NEWS (None Claimed)	18	2.25	84,883	29,310	114,193	79,014	31,717	110,731	+7.4	-7.6	+3.1
INSIDE HOCKEY (None Claimed)	3	3.50	27,141	22,876	50,017	12,997	20,068	33,065	+108.8	+14.0	+51.3
L'ACTUALITE (250,000)	6	2.50	230,523	22,657	253,180	241,229	20,406	261,635	-4.4	+11.0	-3.2
L'ESSENTIEL (None Claimed)	6	2.50	36,390	76,781	113,171	13,824	109,712	123,536	+163.2	-30.0	-8.4
LE BEL AGE (None Claimed)	5	2.25	34,625	13,764	48,389						
LE LUNDI (None Claimed)	27	1.99	32,608	73,288	105,896	27,977	77,117	105,094	+16.6	-5.0	+.8
LES IDEES DE MA MAISON (None Claimed)	5	2.95	37,603	40,606	78,209	37,065	49,053	86,118	+1.5	-17.2	-9.2
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE (600,000)	26	2.25	586,920	13,831	600,751	605,143	16,159	621,302	-3.0	-14.4	-3.3

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			SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
THE NEWFOUNDLAND HERALD (None Claimed)	27	1.00	1,524	38,542	40,066	1,480	39,736	41,216	+3.0	-3.0	-2.8
ONTARIO OUT OF DOORS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ORAH			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OUTDOOR CANADA (None Claimed)	4	2.95	124,773	8,503	133,276	125,288	9,288	134,576	-.4	-8.5	-1.0
PACIFIC YACHTING (None Claimed)	6	2.95	10,501	4,423	14,924	10,896	5,132	16,028	-3.6	-13.8	-6.9
PHOTO LIFE (65,000)	6	2.75	56,767	3,247	60,014	61,305	2,934	64,239	-7.4	+10.7	-6.6
PLANS DE MAISONS DU QUEBEC (None Claimed)	2	3.95	7,362	28,201	35,563	7,352	20,838	28,190	+.1	+35.3	+26.2
QUEBEC SCIENCE (None Claimed)	5	3.25	13,402	3,675	17,077	15,063	4,126	19,189	-11.0	-10.9	-11.0
QUEBEC YACHTING VOILE & MOTEUR (None Claimed)	3	2.95	5,487	2,484	7,971	5,539	2,717	8,256	-.9	-8.6	-3.5
THE READER'S DIGEST CANADIAN ENGLISH EDITION (None Claimed)	6	2.49	1,251,548	71,800	1,323,348	1,182,509	79,196	1,261,705	+5.8	-9.3	+4.9
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS (None Claimed)	6	2.49	1,565,814	95,607	1,661,421	1,494,211	103,731	1,597,942	+4.8	-7.8	+4.0
RENOVATION BRICOLAGE (None Claimed)	5	2.95	25,230	9,818	35,048	25,775	10,560	36,335	-2.1	-7.0	-3.5
SANTE (None Claimed)	5	2.95	13,865	16,219	30,084	14,718	17,007	31,725	-5.8	-4.6	-5.2
SATURDAY NIGHT (None Claimed)	6	2.95	102,700	8,199	110,899	103,137	7,353	110,490	-.4	+11.5	+.4
SELECT HOMES & FOOD (None Claimed)	4	2.95	129,799	8,413	138,212	106,023	7,823	113,846	+22.4	+7.5	+21.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SELECTION DU READER'S DIGEST (None Claimed)	6	2.49	314,266	23,807	338,073	311,702	24,535	336,237	+.8	-3.0	+.6
SENTIER CHASSE-PECHE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SKI CANADA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SUN (None Claimed)	26	.75	4,088	428,759	432,847	3,901	437,249	441,150	+4.8	-1.9	-1.9
TORONTO LIFE (None Claimed)	11	2.50	84,744	11,450	96,194	84,151	14,026	98,177	+.7	-18.4	-2.0
TORONTO LIFE FASHION (None Claimed)	5	2.25	126,813	7,678	134,491	128,903	11,167	140,070	-1.6	-31.2	-4.0
TRAVEL A LA CARTE (None Claimed)	3	2.50	121,226		121,226	108,893		108,893	+11.3		+11.3
TV GUIDE (None Claimed)	27	1.00	465,259	354,899	820,158	424,681	380,157	804,838	+9.6	-6.6	+1.9
TV HEBDO (289,138)	27	1.10	88,915	220,732	309,647	59,587	253,914	313,501	+49.2	-13.1	-1.2
TV HEBDO - TELEROMANS (None Claimed)	2	2.75	1,890	75,579	77,469	1,112	63,559	64,671	+70.0	+18.9	+19.8
TV PLUS (None Claimed)	27	1.00	208	16,777	16,985	212	18,681	18,893	-1.9	-10.2	-10.1
WESTERN SPORTSMAN (None Claimed)	3	2.75	26,255	2,823	29,078	27,297	3,177	30,474	-3.8	-11.1	-4.6
FOREIGN											
IMAGEN (None Claimed)	6	2.50	60,828	19,748	80,576	38,018	20,240	58,258	+60.0	-2.4	+38.3
RITMO (None Claimed)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VEA (None Claimed)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

Audit Bureau
of Circulations

Business Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				6/30/89	12/31/88
U.S.					
ABA BANKING JOURNAL	36,834		36,834	38,651	37,723
ACP OBSERVER	56,700		56,700	59,018	55,220
ADVERTISING AGE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ADWEEK	59,154		59,154	63,012	69,513
ADWEEK NETWORK	72,133	11,199	83,332	92,628	95,410
ADWEEK'S MARKETING COMPUTERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ADWEEK'S MARKETING WEEK	12,979	11,199	24,178	29,616	25,897
AEROSOL AGE	2,118	4,655	6,773	6,767	6,659
AGRICULTURAL ENGINEERING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	30,780		30,780	30,452	29,706
THE AMERICAN FUNERAL DIRECTOR	10,039		10,039	10,008	10,002
AMERICAN GLASS REVIEW	816	434	1,250	1,386	1,444
AMERICAN INK MAKER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE AMERICAN JOURNAL OF CARDIOLOGY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE AMERICAN JOURNAL OF MEDICINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AMERICAN JOURNAL OF NURSING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AMERICAN JOURNAL OF OPHTHALMOLOGY	18,219		18,219	18,367	18,689
THE AMERICAN JOURNAL OF SURGERY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AMERICAN PAINT & COATINGS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE AMERICAN SCHOOL BOARD JOURNAL	41,356		41,356	41,622	41,184
AMERICAN SHOEMAKING		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE			
AMUSEMENT BUSINESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ANALYTICAL CHEMISTRY	26,186		26,186	25,620	26,650
ANNALS OF INTERNAL MEDICINE	90,307		90,307	93,381	90,619
APPAREL MERCHANDISING		38,705	38,705	38,887	41,455
AQUACULTURE MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ARMY	148,836		148,836	149,837	152,766
ART DIRECTION	6,858		6,858	7,006	7,292
ARTS & ACTIVITIES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				6/30/89	12/31/88
ASHRAE JOURNAL	37,500	19,813	57,313	54,813	57,454
ASSOCIATION MANAGEMENT	19,977		19,977	18,719	18,024
ATLANTA BUSINESS CHRONICLE	24,415	1,138	25,553	23,622	23,784
AUTOMOTIVE NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AVIATION WEEK & SPACE TECHNOLOGY	142,409		142,409	142,058	143,497
BAKING & SNACK SYSTEMS		8,813	8,813	8,822	8,811
BALTIMORE BUSINESS JOURNAL	8,582		8,582	8,045	7,566
BETTER ROADS		40,257	40,257	39,644	38,663
BEVERAGE WORLD	10,396	21,127	31,523	31,170	30,541
BILLBOARD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BOBBIN MAGAZINE	8,448		8,448	8,604	8,641
BOSTON BUSINESS	7,471	26,156	33,627	36,867	43,015
BOSTON BUSINESS JOURNAL	6,985	24,942	31,927	36,354	42,163
BOXBOARD CONTAINERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BOXOFFICE	8,692		8,692	9,158	9,134
BROADCASTING-THE NEWS MAGAZINE OF THE FIFTH ESTATE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BROWARD REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUILDING SUPPLY HOME CENTERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUSINESS COMMUNICATIONS REVIEW	8,574	630	9,204	7,986	
BUSINESS FIRST (THE BUSINESS NEWSPAPER FOR GREATER LOUISVILLE)	10,306		10,306	9,925	9,455
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF BUFFALO AND WESTERN NEW YORK)	9,409		9,409	9,198	8,920
BUSINESS FIRST OF COLUMBUS	10,654		10,654	10,490	10,240
THE BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 6/30/89	12/31/88
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	7,256		7,256	6,934	6,723
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	12,604		12,604	12,398	12,148
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	9,863		9,863	9,508	9,537
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	14,103		14,103	14,052	13,064
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUSINESS MONTH*	15,793	409,827	425,620	425,437	425,143
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	298,803		298,803	292,622	281,691
CALIFORNIA BUSINESS	11,740	120,797	132,537	131,337	131,925
CANDY INDUSTRY MAGAZINE	3,055	757	3,812	3,903	3,839
CAPITAL DISTRICT BUSINESS REVIEW	8,773		8,773	8,946	8,990
CATALOG AGE	556	14,225	14,781	14,512	13,521
CHANNELS, THE BUSINESS OF COMMUNICATIONS	4,032	21,735	25,767	24,119	26,141
CHEMICAL & ENGINEERING NEWS	129,746		129,746	127,460	127,075
CHEMICAL ENGINEERING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CHEMICAL MARKETING REPORTER	16,808		16,808	16,636	15,975
CHEMICAL WEEK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CINCINNATI BUSINESS COURIER	8,043		8,043	8,312	8,951
CIRCULATION '89/'90		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CITY & STATE	9,662	29,296	38,958	37,180	33,082
CLASSROOM COMPUTER LEARNING	22,847	58,264	81,111	80,430	80,989
COMPUTER GRAPHICS WORLD	18,582	32,888	51,470	50,820	50,604
COMPUTERWORLD	134,133		134,133	133,493	131,214
CONSTRUCCION PAN-AMERICANA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CONSTRUCTION BULLETIN	4,510	510	5,020	5,193	5,292
CONSTRUCTIONEER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CORPORATE FINANCE		53,313	53,313	50,560	50,895
CORPORATE REPORT MINNESOTA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
COSMETICS & TOILETRIES	3,183		3,183	2,988	3,163
CRAIN'S CHICAGO BUSINESS	45,635	4,805	50,440	51,035	50,648
CRAIN'S CLEVELAND BUSINESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 6/30/89	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/88
CRAIN'S DETROIT BUSINESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CRAIN'S NEW YORK BUSINESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CHAIN STORE AGE EXECUTIVE	1,754	30,788	32,542	32,546	33,258
DALLAS BUSINESS JOURNAL	11,177	284	11,461	14,779	18,431
DECOR	25,093		25,093	25,062	24,521
DEFENSE & DIPLOMACY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DEFENSE NEWS	10,475	23,250	33,725	32,147	29,493
DENVER BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DESIGN COST & DATA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DESIGNERS WEST	30,553	11,386	41,939	41,110	35,549
DIRECT MARKETING MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DISCOUNT STORE NEWS	7,216	24,709	31,925	31,735	32,161
DO-IT-YOURSELF RETAILING	25,522	45,114	70,636	71,072	70,384
DRUG & COSMETIC INDUSTRY	4,734	8,023	12,757	12,765	12,713
DRUG STORE NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DRUG STORE NEWS/INSIDE PHARMACY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
EDITOR & PUBLISHER-THE FOURTH ESTATE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRICAL CONSTRUCTION & MAINTENANCE	7,770	94,314	102,084	101,419	101,394
ELECTRICAL WHOLESALING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRICAL WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRONIC LEARNING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRONIC MEDIA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRONIC NEWS	37,561	33,860	71,421	74,532	74,977
ELECTRONIC SERVICING & TECHNOLOGY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ENERGY USER NEWS	9,324	15,415	24,739	20,597	13,878
ENGINEERING TIMES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ENR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE ENTERPRISE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE EXECUTIVE EDUCATOR	15,713		15,713	15,776	15,511
FEEDSTUFFS	17,329	1,432	18,761	19,329	19,003
FINANCIAL ANALYSTS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FINANCIAL EXECUTIVE	16,849		16,849	16,767	16,874
FIRE COMMAND		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 6/30/89	12/31/88
FIRE ENGINEERING	39,517		39,517	39,486	38,483
FIRE JOURNAL	51,659		51,659	48,841	45,243
FLOOR COVERING WEEKLY	10,498	10,800	21,298	21,255	21,289
FLOORING	4,291	19,987	24,278	24,595	24,579
THE FLORIDA SHIPPER MAGAZINE	1,511		1,511	1,468	1,458
FOLIO:THE MAGAZINE FOR MAGAZINE MANAGEMENT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FOOD PEOPLE	1,681	22,331	24,012	21,290	22,157
FOOD TECHNOLOGY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FOOTWEAR NEWS	21,252		21,252	21,438	21,312
FRAMES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FUELOIL & OIL HEAT MAGAZINE	3,573	8,208	11,781	11,536	11,467
GAS INDUSTRIES		10,042	10,042	9,300	8,813
GEYER'S OFFICE DEALER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GIFTS & DECORATIVE ACCESSORIES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GLASS DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GLASS INDUSTRY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GOLF INDUSTRY MAGAZINE	156	16,569	16,725	16,692	16,692
THE GOURMET RETAILER MAGAZINE	238	17,654	17,892	17,839	17,812
GRAIN AGE	250	8,257	8,507	8,596	8,536
GREATER CINCINNATI BUSINESS RECORD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
HARDWARE AGE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
HAWAII BUSINESS	10,220		10,220	10,039	10,156
HAWAII INVESTOR	3,000	7,420	10,420	9,907	9,710
HFD-THE WEEKLY HOME FURNISHINGS NEWSPAPER	29,205	2,433	31,368	32,700	32,487
HOUSEWARES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
HOUSTON BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
HOW-THE MAGAZINE OF IDEAS & TECHNIQUE IN GRAPHIC DESIGN		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE			
HYDROCARBON PROCESSING	19,639	10,863	30,502	28,957	28,014
ID-MAGAZINE OF INTERNATIONAL DESIGN	18,601		18,601	18,822	18,898
IN HEALTH RECEPTION ROOM EDITION		176,253	176,253		
INDIANAPOLIS BUSINESS JOURNAL	15,300		15,300	14,925	14,550
INDUSTRY WEEK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 6/30/89	12/31/88
INSURANCE SALES	25,626		25,626	27,407	28,040
INTERIOR DESIGN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
INTERNATIONAL ADVERTISER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
INTIMATE FASHION NEWS		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE			
JACKSONVILLE BUSINESS JOURNAL	7,180		7,180	7,043	7,832
JEWELERS' CIRCULAR-KEYSTONE	36,812		36,812	36,822	37,405
THE JOURNAL OF ACCOUNTANCY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
JOURNAL OF WATER POLLUTION CONTROL FEDERATION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
KANSAS CITY BUSINESS JOURNAL	13,492		13,492	13,610	13,901
LIBRARY JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
LIFE INSURANCE SELLING	47,018		47,018	45,943	44,300
LIGHTWAVE, THE JOURNAL OF FIBER OPTICS	2,999	15,369	18,368	17,390	16,494
LOCKSMITH LEDGER	23,880		23,880	24,784	19,817
LOS ANGELES BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
LP/GAS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE MANUFACTURING CONFECTIONER	2,921	947	3,868	3,810	3,708
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MEMPHIS BUSINESS JOURNAL	10,618		10,618	10,258	9,609
METAL FINISHING	9,464		9,464	9,781	9,837
METRO CHICAGO REAL ESTATE		10,135	10,135	10,387	10,394
MIAMI REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MICHIGAN BEVERAGE NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MICHIGAN CONTRACTOR & BUILDER	3,025	235	3,260	3,197	3,092
MICHIGAN ROADS AND CONSTRUCTION	1,328	484	1,812	1,824	1,840
MILLING & BAKING NEWS	4,340		4,340	4,380	4,400
MODERN PLASTICS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MODERN SALON	115,261	19,542	134,803	135,487	132,492
MOTOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MOTORCYCLE INDUSTRY MAGAZINE		12,703	12,703	12,438	12,271
THE MUSIC TRADES	6,393		6,393	6,388	6,417
NASHVILLE BUSINESS JOURNAL	7,605	212	7,817	7,413	8,252
NATION'S RESTAURANT NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NATIONAL DEFENSE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 6/30/89	12/31/88
NATIONAL HOME CENTER NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE NATIONAL LOCKSMITH	18,497		18,497	17,342	16,478
NATIONAL PETROLEUM NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE NATIONAL PROVISIONER	8,239		8,239	7,937	8,155
THE NATIONAL UNDERWRITER, LIFE & HEALTH/FINANCIAL SERVICES EDITION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE NATIONAL UNDERWRITER, PROPERTY AND CASUALTY/RISK & BENEFITS MANAGEMENT EDITION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NETWORK	27,396	2,081	29,477	29,526	28,944
NETWORK WORLD		70,496	70,496	70,171	70,167
NEW ENGLAND CONSTRUCTION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NEW JERSEY SUCCESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE NORTHERN LOGGER & TIMBER PROCESSOR	13,746		13,746	13,633	13,597
NORTHWESTERN FINANCIAL REVIEW	4,561	115	4,676	6,019	6,077
NURSING 89	456,915		456,915	456,835	460,670
OFFICIAL BOARD MARKETS	5,656		5,656	5,775	5,710
OIL AND GAS INVESTOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE OIL AND GAS JOURNAL	41,944		41,944	43,040	43,845
P.C. TODAY	16,968	26,053	43,021	22,068	11,075
PACIFIC BUSINESS NEWS	13,979		13,979	13,710	13,497
PACIFIC FISHING	9,741		9,741	9,317	9,744
PACKAGING DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE PACKER	14,633		14,633	14,415	14,725
PALM BEACH REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PAPER SALES	7,874	4,937	12,811	12,994	12,730
PEDIATRICS	45,791	4,279	50,070	49,381	48,447
PERSONNEL MAGAZINE	16,773		16,773	17,537	
PERSONNEL JOURNAL	27,757		27,757	27,757	25,994
PETROLEUM ENGINEER INTERNATIONAL	3,921	32,460	36,381	36,405	36,315
PHILADELPHIA BUSINESS JOURNAL	13,444		13,444	12,433	11,568
PHOTO DISTRICT NEWS	24,527	2,151	26,678	29,596	30,922
PIPELINE & GAS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PITTSBURGH BUSINESS TIMES-JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				6/30/89	12/31/88
PLASTICS ENGINEERING	29,187		29,187	31,145	26,803
PLASTICS NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PLAYTHINGS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
POOL & SPA NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
POULTRY TIMES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
POWER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PREVENTION - WAITING ROOM EDITION		54,562	54,562	53,407	54,540
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PROFESSIONAL BUILDER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PROGRESSIVE ARCHITECTURE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PROVIDENCE BUSINESS NEWS	1,727	18,294	20,021	19,426	20,995
PUBLIC RELATIONS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PUBLIC UTILITIES FORTNIGHTLY	7,162		7,162	7,117	7,393
PUBLISHER'S WEEKLY	35,652		35,652	36,319	36,517
PUGET SOUND BUSINESS JOURNAL	14,964		14,964	14,516	14,167
RAILWAY TRACK AND STRUCTURES	6,583	199	6,782	7,015	7,146
REMODELING	1,729	86,362	88,091		
RESTAURANTS & INSTITUTIONS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
RISK MANAGEMENT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ROOFER MAGAZINE	524	15,998	16,522		
ROOFING/SIDING/INSULATION	3,407	16,913	20,320	20,236	20,529
ROUGH NOTES	18,587	22,022	40,609	40,143	19,466
RSC REFRIGERATION SERVICE & CONTRACTING	37,971		37,971	37,394	34,276
RUBBER WORLD	3,766	6,327	10,093	10,211	10,233
RURAL ELECTRIFICATION	32,169	904	33,073	32,361	31,838
SALES & MARKETING MANAGEMENT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SAN ANTONIO BUSINESS JOURNAL	7,704		7,704	7,562	7,367
SAN DIEGO BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SAN FRANCISCO BUSINESS TIMES	12,300	3,450	15,750	16,439	17,898
SAVINGS INSTITUTIONS	21,770		21,770	22,643	25,098
SCHOLASTIC COACH		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE SCHOOL ADMINSTRATOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				6/30/89	12/31/88
SCHOOL ARTS	20,224	2,469	22,693	21,390	21,874
SCHOOL BUSINESS AFFAIRS	6,470		6,470	6,276	6,068
SCHOOL LIBRARY JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SCREEN PRINTING	11,819	2,947	14,766	14,750	13,000
SEA POWER	65,019	4,142	69,161	68,611	65,035
SEAFOOD BUSINESS	1,756	13,997	15,753	15,629	15,732
SEED TRADE NEWS	1,031	1,948	2,979	2,933	2,978
SEED WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SHIPPING DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SIGNS OF THE TIMES	16,615	1,410	18,025	18,242	18,386
SOUTH FLORIDA BUSINESS JOURNAL	8,297	2,730	11,027	14,940	16,100
ST. LOUIS BUSINESS JOURNAL	16,929		16,929	16,498	17,072
THE STANDARD	4,825		4,825	4,816	4,843
SUPERMARKET NEWS	55,569		55,569	56,776	57,848
T.H.E. JOURNAL, TECHNOLOGICAL HORIZONS IN EDUCATION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TENNIS INDUSTRY MAGAZINE	94	20,613	20,707	20,707	20,706
TIRE BUSINESS	6,354	14,057	20,411	20,192	15,208
TOBACCO INTERNATIONAL	1,319	552	1,871	1,933	2,000
TOUR & TRAVEL NEWS		51,921	51,921	51,616	51,280
TRAFFIC WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TRANSPORT TOPICS	30,325		30,325	29,247	28,563
TRAVEL AGENT MAGAZINE	6,664	45,959	52,623	53,142	53,793
TRAVEL TRADE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TRAVEL WEEKLY	45,306		45,306	44,538	44,789
TRAVEL WORLD NEWS		30,565	30,565	15,579	
UNDERWRITERS' REPORT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
UNIX WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
UPSCALE DISCOUNTING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
WALLCOVERINGS	2,871	13,609	16,480	16,559	16,394
WASHINGTON BUSINESS JOURNAL	15,553		15,553	14,649	16,213
WASHINGTON TECHNOLOGY	803	26,934	27,737	27,260	26,550
WATER & WASTES DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE WATERWAYS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 6/30/89	12/31/88	
WELDING JOURNAL	35,869		35,869	35,009	34,190	
WESTERN BUILDER	4,291		4,291	4,304	4,255	
WICHITA BUSINESS JOURNAL	5,330		5,330	5,306	5,305	
WILSON LIBRARY BULLETIN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WINES & VINES	3,840		3,840	4,006	4,196	
WJR (WASHINGTON JOURNALISM REVIEW)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WORLD OIL	2,435	35,147	37,582	37,616	37,689	
WORLD TRADE	5,595	26,035	31,630	28,190	24,612	@
REFERENCE						
BUSINESS PUBLICATION RATES AND DATA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COMMUNITY PUBLICATION RATES AND DATA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DATA SOURCES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NEWSPAPER RATES AND DATA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE POCKET LIST OF RAILROAD OFFICIALS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SPECIAL ISSUES '89		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SPOT RADIO RATES AND DATA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SPOT TELEVISION RATES AND DATA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THOMAS REGISTER OF AMERICAN MANUFACTURERS AND THOMAS REGISTER CATALOG FILE 79TH (1989) EDITION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CANADA						
CANADIAN TRAVEL PRESS WEEKLY		17,236	17,236	19,157	19,166	
CANADIAN UNDERWRITER	7,968		7,968	8,044	7,990	
FINANCE	29,162		29,162	29,703	32,357	
LES AFFAIRES	84,713		84,713	84,418	86,054	
MUNICIPAL WORLD	7,232	2,586	9,818	10,052	10,099	
OH&S CANADA		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				6/30/89	12/31/88
REVUE COMMERCE	36,765		36,765	38,592	37,704
TOURISME +, LE JOURNAL DES VOYAGES	547	5,751	6,298	6,471	6,283
FOREIGN					
WORLD EXECUTIVE'S DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

Audit Bureau
of Circulations

Farm Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 6/30/89	12/31/88
U.S.					
AGWEEK	23,511	1,141	24,652	25,379	25,086
AMERICAN AGRICULTURIST*	45,716	6,874	52,590	56,122	51,443
AMERICAN VEGTABLE GROWER	26,731	12,003	38,734	37,154	37,332
ARIZONA FARMER-STOCKMAN	2,978	2	2,980	3,069	3,067
BEEF TODAY*		221,898	221,898	213,232	200,690
CALIFORNIA FARMER*	52,858	9,403	62,261	62,580	51,036
THE CATTLEMAN	17,260	1,712	18,972	19,291	19,255
COLORADO RANCHER AND FARMER*	10,904	6,812	17,716	17,336	14,704
DAIRY TODAY*		111,814	111,814	114,078	112,547
DATA TRANSMISSION NETWORK	42,634	108	42,742	38,182	28,276
DROVERS JOURNAL	26,897	32,526	59,423	59,331	58,915
FARM JOURNAL*	520,980	293,812	814,792	833,493	836,470
THE FARMER*	103,975	5,655	109,630	113,856	112,769
FARMWEEK	28,296		28,298	28,435	27,939
FFA NEW HORIZONS	396,536		396,536	401,023	402,159
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,285	486	5,771	5,868	5,413
HBJ FARM PUBLICATION UNIT	546,743	105,126	651,869	644,676	607,108
THE HIGH PLAINS JOURNAL	61,219	568	61,787	62,358	60,905
HOARD'S DAIRYMAN*	128,699		128,699	131,206	135,718
HOGS TODAY*		125,064	125,064	127,630	127,172
IDAHO FARMER-STOCKMAN	13,969	2	13,971	14,107	14,312
KANSAS FARMER*	44,487	9,653	54,140	54,720	52,705
THE KENTUCKY FARMER	24,053		24,053		
MICHIGAN FARMER*	52,571	4,936	57,507	57,739	57,119
MISSOURI RURALIST*	61,143	6,693	67,836	69,272	66,219
MONTANA FARMER-STOCKMAN	20,426	3	20,429	20,698	20,961
NEBRASKA FARMER*	43,444	9,766	53,210	52,107	49,141
THE OHIO FARMER*	73,707	20,411	94,118	85,438	82,835
OKLAHOMA FARMER-STOCKMAN*	45,412	10,276	55,688	55,550	52,339
OREGON FARMER-STOCKMAN	14,385	4	14,389	14,791	15,124
PENNSYLVANIA FARMER*	59,223	3,700	62,923	63,056	62,592
PRAIRIE FARMER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				6/30/89	12/31/88
PROGRESSIVE FARMER*	376,787	90,271	467,058	478,694	489,189
SUCCESSFUL FARMING*	479,789	95,670	575,459	575,563	575,517
TEXAS FARMER-STOCKMAN*	102,994	23,476	126,470	126,878	118,418
TOP PRODUCER*		226,307	226,307	221,039	211,619
UTAH FARMER-STOCKMAN	5,887	1	5,888	6,073	6,089
WALLACES FARMER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
WASHINGTON FARMER-STOCKMAN	20,075	6	20,081	20,461	20,947
WESTERN FARMER-STOCKMAN MAGAZINES*	77,720	18	77,738	79,200	80,500
WESTERN LIVESTOCK JOURNAL	19,543		19,543	19,671	19,585
WISCONSIN AGRICULTURIST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
WYOMING STOCKMAN-FARMER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CANADA					
CATTLEMEN	38,206		38,206	39,602	37,240
COUNTRY GUIDE	176,061		176,061	187,663	196,867
COUNTRY LIFE IN BRITISH COLUMBIA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GRAINEWS	62,673		62,673	65,238	64,402
LA TERRE DE CHEZ NOUS	44,351		44,351	44,724	45,403
LE BULLETIN DES AGRICULTEURS	61,331		61,331	68,265	73,768
ONTARIO FARMER	36,721	1,148	37,869	37,030	37,317
THE WESTERN PRODUCER	128,960		128,960	134,602	131,142

*DATA BANK PARTICIPANT

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	AGWEEK	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER-STOCKMAN
MAINE	1	1,993	534	5
NEW HAMPSHIRE	2	1,404	205	6
VERMONT	1	2,425	128	4
MASSACHUSETTS	4	2,490	855	10
RHODE ISLAND		334	114	1
CONNECTICUT	3	2,104	435	15
NEW ENGLAND	**11**	**10,750**	**2,271**	**41**
NEW YORK	26	27,099	2,193	37
NEW JERSEY	9	3,008	1,052	19
PENNSYLVANIA	11	9,816	2,351	51
MIDDLE ATLANTIC	**46**	**39,923**	**5,596**	**107**
OHIO	7		1,797	31
INDIANA	6		806	21
ILLINOIS	51		1,285	51
MICHIGAN	23		1,790	28
WISCONSIN	45		988	38
EAST NO. CENTRAL	**132**		**6,666**	**169**
MINNESOTA	8,318		842	43
IOWA	50		536	41
MISSOURI	27		721	19
NORTH DAKOTA	10,913		277	9
SOUTH DAKOTA	4,215		88	10
NEBRASKA	31		209	31
KANSAS	34		403	31
WEST NO. CENTRAL	**23,588**		**3,076**	**184**
DELAWARE	11		154	1
MARYLAND	5		588	8
DISTRICT OF COLUMBIA	34		38	1
VIRGINIA	12		785	8
WEST VIRGINIA	1		213	1
NORTH CAROLINA	7		855	15
SOUTH CAROLINA			352	10
GEORGIA	10		543	11
FLORIDA	17		2,060	8
SOUTH ATLANTIC	**97**		**5,588**	**63**
KENTUCKY			504	8
TENNESSEE	2		583	29
ALABAMA	2		368	10
MISSISSIPPI			228	3
EAST SO. CENTRAL	**4**		**1,683**	**50**
ARKANSAS	4		295	8
LOUISIANA			339	6
OKLAHOMA	4		334	16
TEXAS	28		1,100	46
WEST SO. CENTRAL	**36**		**2,068**	**76**
MONTANA	6,845		115	19
IDAHO	8		626	10
WYOMING	19		36	3
COLORADO	28		423	20
NEW MEXICO	3		244	64
ARIZONA	65		566	1,801
UTAH	1		176	14
NEVADA	1		76	14
MOUNTAIN	**6,970**		**2,262**	**1,945**
ALASKA	6		102	1
WASHINGTON	18		719	28
OREGON	7		830	16
CALIFORNIA	31		5,665	342
HAWAII	1		288	2
PACIFIC	**63**		**7,604**	**389**
MISCELLANEOUS		1,235		
UNCLASSIFIED				
UNITED STATES	**30,947**	**51,908**	**36,814**	**3,024**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**30,947**	**51,908**	**36,814**	**3,024**
CANADA	346		920	1
FOREIGN	4	79	1,107	2
UNCLASSIFIED				1
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**31,297**	**51,987**	**38,841**	**3,028**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	BEEF TODAY	CALIFORNIA FARMER	THE CATTLEMAN	COLORADO RANCHER AND FARMER
MAINE	117		1	
NEW HAMPSHIRE	41		2	
VERMONT	103		1	
MASSACHUSETTS	92		3	
RHODE ISLAND	8			
CONNECTICUT	90		5	
NEW ENGLAND	**451**		**12**	
NEW YORK	1,033		11	
NEW JERSEY	150		10	
PENNSYLVANIA	2,312		10	
MIDDLE ATLANTIC	**3,495**		**31**	
OHIO	3,817		23	
INDIANA	4,734		18	
ILLINOIS	9,565		55	
MICHIGAN	2,408		22	
WISCONSIN	3,747		15	
EAST NO. CENTRAL	**24,271**		**133**	
MINNESOTA	6,954		20	
IOWA	19,176		24	
MISSOURI	14,911		75	
NORTH DAKOTA	8,170		6	
SOUTH DAKOTA	12,123		11	
NEBRASKA	18,186		26	91
KANSAS	16,857		73	299
WEST NO. CENTRAL	**96,377**		**235**	**390**
DELAWARE	62		1	
MARYLAND	517		11	
DISTRICT OF COLUMBIA	13		52	
VIRGINIA	4,431		26	
WEST VIRGINIA	1,165		1	
NORTH CAROLINA	2,728		28	
SOUTH CAROLINA	1,411		10	
GEORGIA	4,076		25	
FLORIDA	2,064		68	
SOUTH ATLANTIC	**16,467**		**222**	
KENTUCKY	5,677		16	
TENNESSEE	4,825		40	
ALABAMA	4,287		36	
MISSISSIPPI	2,697		46	
EAST SO. CENTRAL	**17,486**		**138**	
ARKANSAS	3,689		87	
LOUISIANA	1,799		138	
OKLAHOMA	11,222		899	
TEXAS	18,732		16,061	
WEST SO. CENTRAL	**35,442**		**17,185**	
MONTANA	7,367		15	
IDAHO	3,542		3	
WYOMING	2,694		19	216
COLORADO	5,714		48	16,623
NEW MEXICO	1,229	459	126	71
ARIZONA	529		69	
UTAH	1,706		8	
NEVADA	522	937	3	
MOUNTAIN	**23,303**	**1,396**	**291**	**16,910**
ALASKA	31	19	3	
WASHINGTON	2,309		17	
OREGON	2,595	297	13	
CALIFORNIA	3,233	58,399	74	
HAWAII	22	78	14	
PACIFIC	**8,190**	**58,793**	**121**	
MISCELLANEOUS		943		321
UNCLASSIFIED				
UNITED STATES	**225,482**	**61,132**	**18,368**	**17,621**
POSSESSIONS & OTHER AREAS			6	
U. S. & POSSESSIONS, ETC.	**225,482**	**61,132**	**18,374**	**17,621**
CANADA		2	35	
FOREIGN		31	390	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			3	
GRAND TOTAL	**225,482**	**61,165**	**18,802**	**17,621**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	DAIRY TODAY	DATA TRANSMISSION NETWORK	DROVERS JOURNAL	FARM JOURNAL
MAINE	548		43	1,736
NEW HAMPSHIRE	274	1	14	661
VERMONT	1,790		42	2,239
MASSACHUSETTS	419	7	46	1,295
RHODE ISLAND	39		8	163
CONNECTICUT	431	1	47	1,285
NEW ENGLAND	**3,501**	**9**	**200**	**7,379**
NEW YORK	9,635	35	448	17,360
NEW JERSEY	374	9	67	2,213
PENNSYLVANIA	9,281	89	539	24,706
MIDDLE ATLANTIC	**19,290**	**133**	**1,054**	**44,279**
OHIO	4,885	2,225	1,484	38,076
INDIANA	2,546	4,606	1,734	38,642
ILLINOIS	3,396	7,120	3,583	63,823
MICHIGAN	4,914	833	747	25,099
WISCONSIN	24,600	406	835	39,623
EAST NO. CENTRAL	**40,341**	**15,217**	**8,383**	**205,263**
MINNESOTA	11,756	4,549	1,737	51,938
IOWA	4,884	9,104	5,531	78,646
MISSOURI	2,514	2,042	3,523	39,058
NORTH DAKOTA	1,279	417	1,180	21,479
SOUTH DAKOTA	2,035	903	2,772	22,726
NEBRASKA	1,654	5,702	4,511	43,584
KANSAS	1,453	2,433	2,989	38,746
WEST NO. CENTRAL	**25,575**	**25,150**	**22,243**	**296,177**
DELAWARE	120	10	18	1,361
MARYLAND	1,182	32	147	5,194
DISTRICT OF COLUMBIA	3		50	63
VIRGINIA	1,737	70	864	11,120
WEST VIRGINIA	308	5	396	3,110
NORTH CAROLINA	1,239	123	433	16,419
SOUTH CAROLINA	362	49	300	5,397
GEORGIA	750	185	750	11,716
FLORIDA	409	45	820	4,812
SOUTH ATLANTIC	**6,110**	**519**	**3,778**	**59,192**
KENTUCKY	1,968	250	1,454	14,460
TENNESSEE	1,683	179	1,142	14,206
ALABAMA	372	52	719	9,005
MISSISSIPPI	538	132	448	7,873
EAST SO. CENTRAL	**4,561**	**613**	**3,763**	**45,544**
ARKANSAS	520	219	849	11,163
LOUISIANA	496	44	466	6,365
OKLAHOMA	735	398	2,103	18,506
TEXAS	1,462	1,109	3,952	36,140
WEST SO. CENTRAL	**3,213**	**1,770**	**7,370**	**72,174**
MONTANA	334	176	2,131	12,685
IDAHO	1,270	50	1,341	10,004
WYOMING	94	32	1,035	3,953
COLORADO	560	297	1,906	12,369
NEW MEXICO	111	55	731	2,412
ARIZONA	150	46	555	2,018
UTAH	846	12	806	3,672
NEVADA	69	7	394	886
MOUNTAIN	**3,434**	**675**	**8,899**	**47,999**
ALASKA	15		19	135
WASHINGTON	1,400	46	624	10,940
OREGON	682	37	1,210	7,998
CALIFORNIA	2,436	168	1,519	15,226
HAWAII	13		37	106
PACIFIC	**4,546**	**251**	**3,409**	**34,405**
MISCELLANEOUS		1		
UNCLASSIFIED				
UNITED STATES	**110,571**	**44,338**	**59,099**	**812,412**
POSSESSIONS & OTHER AREAS			14	12
U. S. & POSSESSIONS, ETC.	**110,571**	**44,338**	**59,113**	**812,424**
CANADA		86	173	139
FOREIGN			21	234
UNCLASSIFIED			5	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				39
GRAND TOTAL	**110,571**	**44,424**	**59,312**	**812,836**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	THE FLORIDA THE FARMER	FARMWEEK	FFA NEW HORIZONS	CATTLEMAN AND LIVESTOCK JOURNAL
MAINE		5	229	
NEW HAMPSHIRE		2	921	
VERMONT		5	577	1
MASSACHUSETTS		9	929	5
RHODE ISLAND		1	209	
CONNECTICUT		9	1,468	
NEW ENGLAND		**31**	**4,333**	**6**
NEW YORK		55	4,845	3
NEW JERSEY		7	1,715	5
PENNSYLVANIA		79	9,046	8
MIDDLE ATLANTIC		**141**	**15,606**	**16**
OHIO		5,230	20,144	6
INDIANA		18,439	8,769	5
ILLINOIS		451	11,105	13
MICHIGAN		223	5,785	4
WISCONSIN		29	17,274	3
EAST NO. CENTRAL		**24,372**	**63,077**	**31**
MINNESOTA	63,426	40	12,714	2
IOWA		54	10,876	6
MISSOURI		31	14,289	15
NORTH DAKOTA	24,820	9	4,592	
SOUTH DAKOTA	22,440	16	3,116	1
NEBRASKA		15	6,174	6
KANSAS		31	8,517	6
WEST NO. CENTRAL	**110,686**	**196**	**60,278**	**36**
DELAWARE			897	
MARYLAND		16	1,890	7
DISTRICT OF COLUMBIA		3	174	5
VIRGINIA		31	11,155	19
WEST VIRGINIA		65	5,662	3
NORTH CAROLINA		38	14,359	7
SOUTH CAROLINA		6	4,669	11
GEORGIA		14	8,099	102
FLORIDA		75	10,718	5,413
SOUTH ATLANTIC		**248**	**57,623**	**5,567**
KENTUCKY		2,416	11,625	4
TENNESSEE		545	12,112	15
ALABAMA		26	20,779	32
MISSISSIPPI		8	8,249	9
EAST SO. CENTRAL		**2,995**	**52,765**	**60**
ARKANSAS		4	11,914	3
LOUISIANA		2	7,915	8
OKLAHOMA		10	18,077	7
TEXAS		26	48,320	30
WEST SO. CENTRAL		**42**	**86,226**	**48**
MONTANA		7	1,798	
IDAHO		1	2,768	1
WYOMING		3	1,468	3
COLORADO		9	1,820	9
NEW MEXICO		1	2,765	2
ARIZONA		5	2,810	4
UTAH		2	2,713	3
NEVADA			496	3
MOUNTAIN		**28**	**16,638**	**25**
ALASKA		2	174	
WASHINGTON		6	6,335	
OREGON		4	3,548	1
CALIFORNIA		33	25,364	8
HAWAII		1	42	3
PACIFIC		**46**	**35,463**	**12**
MISCELLANEOUS				
UNCLASSIFIED	1,463			
UNITED STATES	**112,149**	**28,099**	**392,009**	**5,801**
POSSESSIONS & OTHER AREAS			1,735	12
U. S. & POSSESSIONS, ETC.	**112,149**	**28,099**	**393,744**	**5,813**
CANADA	26	1	2	6
FOREIGN	1		42	20
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**112,176**	**28,100**	**393,788**	**5,839**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	HBJ FARM PUBLICATIONS UNIT*	THE HIGH PLAINS JOURNAL	HOARD'S DAIRYMAN	HOGS TODAY
MAINE		5	724	29
NEW HAMPSHIRE		1	536	16
VERMONT		1	2,099	43
MASSACHUSETTS		12	842	49
RHODE ISLAND		1	94	2
CONNECTICUT		16	803	29
NEW ENGLAND		**36**	**5,100**	**168**
NEW YORK		38	10,838	415
NEW JERSEY		29	551	77
PENNSYLVANIA		46	9,874	1,780
MIDDLE ATLANTIC		**113**	**21,263**	**2,272**
OHIO		74	6,405	5,499
INDIANA		69	3,177	9,358
ILLINOIS		175	3,576	13,628
MICHIGAN		32	5,108	2,520
WISCONSIN		68	21,750	3,754
EAST NO. CENTRAL		**418**	**40,016**	**34,759**
MINNESOTA		159	11,038	11,651
IOWA		979	4,701	31,700
MISSOURI		4,457	3,844	7,453
NORTH DAKOTA		203	926	1,018
SOUTH DAKOTA		778	1,265	5,325
NEBRASKA		9,734	1,550	10,409
KANSAS		22,479	2,238	3,949
WEST NO. CENTRAL		**38,789**	**25,562**	**71,505**
DELAWARE		8	141	119
MARYLAND		18	1,573	346
DISTRICT OF COLUMBIA		11	51	6
VIRGINIA		60	2,041	724
WEST VIRGINIA		8	401	124
NORTH CAROLINA		44	1,248	1,986
SOUTH CAROLINA		16	426	712
GEORGIA		24	978	1,837
FLORIDA		44	880	340
SOUTH ATLANTIC		**233**	**7,739**	**6,194**
KENTUCKY		33	3,423	1,726
TENNESSEE		57	2,340	1,634
ALABAMA		23	470	725
MISSISSIPPI		46	797	322
EAST SO. CENTRAL		**159**	**7,030**	**4,407**
ARKANSAS		219	1,207	383
LOUISIANA		43	644	106
OKLAHOMA		9,065	1,300	515
TEXAS		5,398	2,923	950
WEST SO. CENTRAL		**14,725**	**6,074**	**1,954**
MONTANA		164	259	568
IDAHO		85	814	263
WYOMING		384	88	85
COLORADO		6,155	564	634
NEW MEXICO		663	211	41
ARIZONA		122	266	123
UTAH		57	482	96
NEVADA		33	89	25
MOUNTAIN		**7,663**	**2,773**	**1,835**
ALASKA		18	58	7
WASHINGTON		62	1,821	226
OREGON		72	780	200
CALIFORNIA		209	2,757	508
HAWAII		2	36	24
PACIFIC		**363**	**5,452**	**965**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES		**62,499**	**121,009**	**124,059**
POSSESSIONS & OTHER AREAS			183	
U. S. & POSSESSIONS, ETC.		**62,499**	**121,192**	**124,059**
CANADA		48	5,632	
FOREIGN		30	2,184	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			42	
GRAND TOTAL		**62,577**	**129,050**	**124,059**

*See Individual Publications.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	IDAHO FARMER-STOCKMAN	KANSAS FARMER	THE KENTUCKY FARMER	MICHIGAN FARMER
MAINE				
NEW HAMPSHIRE			1	
VERMONT				
MASSACHUSETTS	1		1	
RHODE ISLAND				
CONNECTICUT	1			
NEW ENGLAND	**2**		**2**	
NEW YORK	3		11	
NEW JERSEY	1		2	
PENNSYLVANIA	3		5	
MIDDLE ATLANTIC	**7**		**18**	
OHIO	4		131	
INDIANA	2		122	
ILLINOIS	6		44	
MICHIGAN	2		17	55,877
WISCONSIN	5		4	
EAST NO. CENTRAL	**19**		**318**	**55,877**
MINNESOTA	5		5	
IOWA	3		11	
MISSOURI	2		34	
NORTH DAKOTA	4		1	
SOUTH DAKOTA			1	
NEBRASKA	2		1	
KANSAS	2	52,260	2	
WEST NO. CENTRAL	**18**	**52,260**	**55**	
DELAWARE				
MARYLAND	1		13	
DISTRICT OF COLUMBIA	1		2	
VIRGINIA	4		37	
WEST VIRGINIA			27	
NORTH CAROLINA	4		23	
SOUTH CAROLINA			10	
GEORGIA	2		8	
FLORIDA	3		53	
SOUTH ATLANTIC	**15**		**173**	
KENTUCKY	2		26,091	
TENNESSEE	2		153	
ALABAMA	1		11	
MISSISSIPPI			3	
EAST SO. CENTRAL	**5**		**26,258**	
ARKANSAS	1		4	
LOUISIANA	1		4	
OKLAHOMA			3	
TEXAS	10		19	
WEST SO. CENTRAL	**12**		**30**	
MONTANA	113			
IDAHO	13,144		1	
WYOMING	45			
COLORADO	10		3	
NEW MEXICO	2			
ARIZONA	17		5	
UTAH	108		1	
NEVADA	79		2	
MOUNTAIN	**13,518**		**12**	
ALASKA	9		1	
WASHINGTON	120		3	
OREGON	160		2	
CALIFORNIA	63		12	
HAWAII	1		2	
PACIFIC	**353**		**20**	
MISCELLANEOUS		1,043		683
UNCLASSIFIED				
UNITED STATES	**13,949**	**53,303**	**26,886**	**56,560**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**13,949**	**53,303**	**26,886**	**56,560**
CANADA	3		20	
FOREIGN	2			
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**13,954**	**53,303**	**26,906**	**56,560**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	MISSOURI RURALIST	MONTANA FARMER-STOCKMAN	NEBRASKA FARMER	THE OHIO FARMER
MAINE		3		
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS		1		
RHODE ISLAND				
CONNECTICUT		5		
NEW ENGLAND		**9**		
NEW YORK		7		
NEW JERSEY		2		
PENNSYLVANIA		5		
MIDDLE ATLANTIC		**14**		
OHIO		5		90,430
INDIANA		8		
ILLINOIS		18		
MICHIGAN		9		
WISCONSIN		6		
EAST NO. CENTRAL		**46**		**90,430**
MINNESOTA		29		
IOWA		18	144	
MISSOURI	65,933	12		
NORTH DAKOTA		88		
SOUTH DAKOTA		65	116	
NEBRASKA		14	53,230	
KANSAS		12	319	
WEST NO. CENTRAL	**65,933**	**238**	**53,809**	
DELAWARE				
MARYLAND		2		
DISTRICT OF COLUMBIA		2		
VIRGINIA		2		
WEST VIRGINIA		1		
NORTH CAROLINA		9		
SOUTH CAROLINA		2		
GEORGIA		3		
FLORIDA		13		
SOUTH ATLANTIC		**34**		
KENTUCKY		3		
TENNESSEE		2		
ALABAMA		3		
MISSISSIPPI		2		
EAST SO. CENTRAL		**10**		
ARKANSAS		1		
LOUISIANA				
OKLAHOMA		7		
TEXAS		11		
WEST SO. CENTRAL		**19**		
MONTANA		17,957		
IDAHO		94		
WYOMING		1,547	81	
COLORADO		32	532	
NEW MEXICO		6		
ARIZONA		34		
UTAH		18		
NEVADA		19		
MOUNTAIN		**19,708**	**613**	
ALASKA		15		
WASHINGTON		182		
OREGON		78		
CALIFORNIA		54		
HAWAII		2		
PACIFIC		**331**		
MISCELLANEOUS	1,070		529	1,213
UNCLASSIFIED				
UNITED STATES	**67,003**	**20,409**	**54,951**	**91,643**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**67,003**	**20,409**	**54,951**	**91,643**
CANADA		19		
FOREIGN		2		
UNCLASSIFIED		2		
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**67,003**	**20,432**	**54,951**	**91,643**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	OKLAHOMA FARMER-STOCKMAN	OREGON FARMER-STOCKMAN	PENNSYLVANIA FARMER	PRAIRIE FARMER*
MAINE		1		
NEW HAMPSHIRE		1		
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT		2		
NEW ENGLAND		**4**		
NEW YORK		6		
NEW JERSEY		1	2,403	
PENNSYLVANIA			49,112	
MIDDLE ATLANTIC		**7**	**51,515**	
OHIO		2		
INDIANA				
ILLINOIS		6		
MICHIGAN				
WISCONSIN		6		
EAST NO. CENTRAL		**14**		
MINNESOTA		5		
IOWA		3		
MISSOURI		1		
NORTH DAKOTA		1		
SOUTH DAKOTA				
NEBRASKA		2		
KANSAS		4		
WEST NO. CENTRAL		**16**		
DELAWARE			738	
MARYLAND		1	5,214	
DISTRICT OF COLUMBIA				
VIRGINIA		3		
WEST VIRGINIA			3,239	
NORTH CAROLINA		3		
SOUTH CAROLINA				
GEORGIA		2		
FLORIDA		2		
SOUTH ATLANTIC		**11**	**9,191**	
KENTUCKY				
TENNESSEE				
ALABAMA		3		
MISSISSIPPI				
EAST SO. CENTRAL		**3**		
ARKANSAS	154	1		
LOUISIANA				
OKLAHOMA	53,572	1		
TEXAS		10		
WEST SO. CENTRAL	**53,726**	**12**		
MONTANA		28		
IDAHO		55		
WYOMING		2		
COLORADO		6		
NEW MEXICO		3		
ARIZONA		11		
UTAH		5		
NEVADA		46		
MOUNTAIN		**156**		
ALASKA		16		
WASHINGTON		135		
OREGON		13,922		
CALIFORNIA		74		
HAWAII				
PACIFIC		**14,147**		
MISCELLANEOUS	1,240		841	
UNCLASSIFIED				
UNITED STATES	**54,966**	**14,370**	**61,547**	
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**54,966**	**14,370**	**61,547**	
CANADA		1		
FOREIGN		1		
UNCLASSIFIED		2		
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**54,966**	**14,374**	**61,547**	

*Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	PROGRESSIVE FARMER	SUCCESSFUL FARMING	TEXAS FARMER-STOCKMAN	TOP PRODUCER
MAINE		331		84
NEW HAMPSHIRE		95		35
VERMONT		451		167
MASSACHUSETTS		255		62
RHODE ISLAND		28		3
CONNECTICUT		432		132
NEW ENGLAND		**1,592**		**483**
NEW YORK		8,185		2,537
NEW JERSEY		954		317
PENNSYLVANIA		11,114		2,229
MIDDLE ATLANTIC		**20,253**		**5,083**
OHIO	4,706	27,082		8,910
INDIANA	4,282	33,290		12,869
ILLINOIS	5,760	61,304		25,316
MICHIGAN	474	18,904		6,074
WISCONSIN	491	31,751		5,760
EAST NO. CENTRAL	**15,713**	**172,331**		**58,929**
MINNESOTA	326	47,343		15,176
IOWA	2,344	56,782		24,326
MISSOURI	15,091	31,229		10,921
NORTH DAKOTA		22,095		9,316
SOUTH DAKOTA		23,863		10,823
NEBRASKA	484	30,958		18,052
KANSAS	7,777	28,089		13,062
WEST NO. CENTRAL	**26,022**	**240,359**		**101,676**
DELAWARE	1,377	742		433
MARYLAND	6,318	2,188		1,081
DISTRICT OF COLUMBIA	55	64		6
VIRGINIA	24,121	4,374		1,765
WEST VIRGINIA	6,976	320		168
NORTH CAROLINA	41,488	10,562		3,318
SOUTH CAROLINA	14,266	5,448		1,484
GEORGIA	27,830	12,188		2,662
FLORIDA	15,048	3,302		743
SOUTH ATLANTIC	**137,479**	**39,188**		**11,660**
KENTUCKY	26,134	6,896		2,801
TENNESSEE	35,538	9,492		2,683
ALABAMA	29,753	7,685		1,636
MISSISSIPPI	26,756	6,925		2,920
EAST SO. CENTRAL	**118,181**	**30,998**		**10,040**
ARKANSAS	25,870	8,171		4,115
LOUISIANA	19,400	4,318	61	2,406
OKLAHOMA	25,274	6,598	214	3,976
TEXAS	87,085	20,224	117,930	9,048
WEST SO. CENTRAL	**157,629**	**39,311**	**118,205**	**19,545**
MONTANA		7,134		4,414
IDAHO		3,561		1,886
WYOMING		2,545		826
COLORADO	548	7,867		3,753
NEW MEXICO	2,930	236	3,206	506
ARIZONA	1,829	663		421
UTAH		789		505
NEVADA		297		129
MOUNTAIN	**5,307**	**23,092**	**3,206**	**12,440**
ALASKA	30	103		15
WASHINGTON		4,574		2,303
OREGON		3,592		1,163
CALIFORNIA	751	1,957		2,504
HAWAII	16	57		6
PACIFIC	**797**	**10,283**		**5,991**
MISCELLANEOUS	921		811	
UNCLASSIFIED				
UNITED STATES	**462,049**	**577,407**	**122,222**	**225,847**
POSSESSIONS & OTHER AREAS	7	5		
U. S. & POSSESSIONS, ETC.	**462,056**	**577,412**	**122,222**	**225,847**
CANADA	32	293		
FOREIGN	190	291		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	98	58		
GRAND TOTAL	**462,376**	**578,054**	**122,222**	**225,847**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	UTAH FARMER-STOCKMAN	WALLACES FARMER*	WASHINGTON FARMER-STOCKMAN	WESTERN FARMER-STOCKMAN MAGAZINES
MAINE				9
NEW HAMPSHIRE			2	9
VERMONT				4
MASSACHUSETTS				12
RHODE ISLAND			1	2
CONNECTICUT	1		2	26
NEW ENGLAND	**1**		**5**	**62**
NEW YORK	2		6	61
NEW JERSEY	1		2	26
PENNSYLVANIA	1		2	62
MIDDLE ATLANTIC	**4**		**10**	**149**
OHIO			3	45
INDIANA				31
ILLINOIS	3		11	95
MICHIGAN				39
WISCONSIN	2		2	59
EAST NO. CENTRAL	**5**		**16**	**269**
MINNESOTA	3		7	92
IOWA	1		6	72
MISSOURI	3		9	46
NORTH DAKOTA			2	104
SOUTH DAKOTA			3	78
NEBRASKA	2		6	57
KANSAS			6	55
WEST NO. CENTRAL	**9**		**39**	**504**
DELAWARE				1
MARYLAND	1		3	16
DISTRICT OF COLUMBIA			1	5
VIRGINIA			2	19
WEST VIRGINIA				2
NORTH CAROLINA	2		1	34
SOUTH CAROLINA	1			13
GEORGIA				18
FLORIDA	1		1	28
SOUTH ATLANTIC	**5**		**8**	**136**
KENTUCKY				13
TENNESSEE			2	35
ALABAMA				17
MISSISSIPPI				5
EAST SO. CENTRAL			**2**	**70**
ARKANSAS			2	13
LOUISIANA	3		1	11
OKLAHOMA	2			26
TEXAS	8		9	94
WEST SO. CENTRAL	**13**		**12**	**144**
MONTANA	12		104	18,233
IDAHO	19		116	13,438
WYOMING	123		10	1,730
COLORADO	14		7	89
NEW MEXICO	3		1	80
ARIZONA	9		12	1,884
UTAH	5,479		12	5,636
NEVADA	126		9	293
MOUNTAIN	**5,785**		**271**	**41,383**
ALASKA	2		15	58
WASHINGTON	14		19,435	19,914
OREGON	4		104	14,284
CALIFORNIA	27		52	612
HAWAII			1	6
PACIFIC	**47**		**19,607**	**34,874**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**5,869**		**19,970**	**77,591**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**5,869**		**19,970**	**77,591**
CANADA	2		5	31
FOREIGN	1			8
UNCLASSIFIED				5
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**5,872**		**19,975**	**77,635**

*Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	WESTERN LIVESTOCK JOURNAL	WISCONSIN AGRICULTURIST*	WYOMING STOCKMAN-FARMER*
MAINE	8		
NEW HAMPSHIRE	12		
VERMONT	3		
MASSACHUSETTS	15		
RHODE ISLAND			
CONNECTICUT	16		
NEW ENGLAND	**54**		
NEW YORK	39		
NEW JERSEY	18		
PENNSYLVANIA	47		
MIDDLE ATLANTIC	**104**		
OHIO	77		
INDIANA	75		
ILLINOIS	192		
MICHIGAN	50		
WISCONSIN	55		
EAST NO. CENTRAL	**449**		
MINNESOTA	147		
IOWA	286		
MISSOURI	242		
NORTH DAKOTA	211		
SOUTH DAKOTA	351		
NEBRASKA	687		
KANSAS	638		
WEST NO. CENTRAL	**2,562**		
DELAWARE	4		
MARYLAND	18		
DISTRICT OF COLUMBIA	8		
VIRGINIA	37		
WEST VIRGINIA	6		
NORTH CAROLINA	45		
SOUTH CAROLINA	14		
GEORGIA	49		
FLORIDA	53		
SOUTH ATLANTIC	**234**		
KENTUCKY	40		
TENNESSEE	62		
ALABAMA	52		
MISSISSIPPI	32		
EAST SO. CENTRAL	**186**		
ARKANSAS	89		
LOUISIANA	47		
OKLAHOMA	644		
TEXAS	1,040		
WEST SO. CENTRAL	**1,820**		
MONTANA	701		
IDAHO	886		
WYOMING	672		
COLORADO	1,367		
NEW MEXICO	415		
ARIZONA	630		
UTAH	621		
NEVADA	801		
MOUNTAIN	**6,093**		
ALASKA	18		
WASHINGTON	751		
OREGON	1,862		
CALIFORNIA	5,894		
HAWAII	24		
PACIFIC	**8,549**		
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**20,051**		
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**20,051**		
CANADA	161		
FOREIGN	24		
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**20,236**		

*Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	CORN MARKET	CORN MARKET-NORTH	CORN MARKET-SOUTH	WHEAT MARKET
MAINE	1,736	1,736		
NEW HAMPSHIRE	661	661		
VERMONT	2,239	2,239		
MASSACHUSETTS	1,295	1,295		
RHODE ISLAND	163	163		
CONNECTICUT	1,285	1,285		
NEW ENGLAND	**7,379**	**7,379**		
NEW YORK	17,360	17,360		
NEW JERSEY	2,213	2,213		
PENNSYLVANIA	24,706	24,706		
MIDDLE ATLANTIC	**44,279**	**44,279**		
OHIO	38,076	38,076		
INDIANA	38,642	38,642		
ILLINOIS	63,823	63,823		
MICHIGAN	25,099	25,099		
WISCONSIN	39,623	39,623		
EAST NO. CENTRAL	**205,263**	**205,263**		
MINNESOTA	51,938	51,938		51,938
IOWA	78,646	78,646		
MISSOURI	39,058	39,058		
NORTH DAKOTA	21,479	21,479		21,479
SOUTH DAKOTA	22,726	22,726		22,726
NEBRASKA	43,584	43,584		43,584
KANSAS	38,746	38,746		38,746
WEST NO. CENTRAL	**296,177**	**296,177**		**178,473**
DELAWARE	1,361	1,361		
MARYLAND	5,194	5,194		
DISTRICT OF COLUMBIA	63	63		
VIRGINIA	11,120		11,120	
WEST VIRGINIA	3,110		3,110	
NORTH CAROLINA	16,419		16,419	
SOUTH CAROLINA	5,397		5,397	
GEORGIA	11,716		11,716	
FLORIDA	4,812		4,812	
SOUTH ATLANTIC	**59,192**	**6,618**	**52,574**	
KENTUCKY	14,460		14,460	
TENNESSEE	14,206		14,206	
ALABAMA	9,005		9,005	
MISSISSIPPI				
EAST SO. CENTRAL	**37,671**		**37,671**	
ARKANSAS				
LOUISIANA				
OKLAHOMA				18,506
TEXAS				36,140
WEST SO. CENTRAL				**54,646**
MONTANA				12,685
IDAHO				10,004
WYOMING				3,953
COLORADO	12,369	12,369		12,369
NEW MEXICO				2,412
ARIZONA				
UTAH				3,672
NEVADA				
MOUNTAIN	**12,369**	**12,369**		**45,095**
ALASKA				135
WASHINGTON				10,940
OREGON				7,998
CALIFORNIA				
HAWAII				
PACIFIC				**19,073**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**662,330**	**572,085**	**90,245**	**297,287**
POSSESSIONS & OTHER AREAS	12	12		12
U. S. & POSSESSIONS, ETC.	**662,342**	**572,097**	**90,245**	**297,299**
CANADA	139	139		139
FOREIGN	234	234		234
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	39	39		39
GRAND TOTAL	**662,754**	**572,509**	**90,245**	**297,711**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	SOYBEAN MARKET	SOYBEAN MARKET-NORTH	SOYBEAN MARKET-SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,213		2,213	
PENNSYLVANIA				
MIDDLE ATLANTIC	**2,213**		2,213	
OHIO	38,076	38,076		
INDIANA	38,642	38,642		
ILLINOIS	63,823	63,823		
MICHIGAN	25,099	25,099		
WISCONSIN				
EAST NO. CENTRAL	**165,640**	**165,640**		
MINNESOTA	51,938	51,938		
IOWA	78,646	78,646		
MISSOURI	39,058	39,058		39,058
NORTH DAKOTA	21,479	21,479		21,479
SOUTH DAKOTA	22,726	22,726		22,726
NEBRASKA	43,584	43,584		43,584
KANSAS	38,746	38,746		38,746
WEST NO. CENTRAL	**296,177**	**296,177**		**165,593**
DELAWARE	1,361		1,361	
MARYLAND	5,194		5,194	
DISTRICT OF COLUMBIA	63		63	
VIRGINIA	11,120		11,120	
WEST VIRGINIA	3,110		3,110	
NORTH CAROLINA	16,419		16,419	
SOUTH CAROLINA	5,397		5,397	
GEORGIA	11,716		11,716	
FLORIDA	4,812		4,812	
SOUTH ATLANTIC	**59,192**		**59,192**	
KENTUCKY	14,460		14,460	
TENNESSEE	14,206		14,206	
ALABAMA	9,005		9,005	
MISSISSIPPI	7,873		7,873	7,873
EAST SO. CENTRAL	**45,544**		**45,544**	**7,873**
ARKANSAS	11,163		11,163	11,163
LOUISIANA	6,365		6,365	6,365
OKLAHOMA				18,506
TEXAS				36,140
WEST SO. CENTRAL	**17,528**		**17,528**	**72,174**
MONTANA				
IDAHO				
WYOMING				
COLORADO				12,369
NEW MEXICO				2,412
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				**14,781**
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**586,294**	**461,817**	**124,477**	**260,421**
POSSESSIONS & OTHER AREAS	12	12		
U. S. & POSSESSIONS, ETC.	**586,306**	**461,829**	**124,477**	**260,421**
CANADA	139	139		
FOREIGN	234	234		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	39	39		
GRAND TOTAL	**586,718**	**462,241**	**124,477**	**260,421**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK EDITIONS PAID		
	HOG	BEEF	DAIRY
MAINE	62	119	103
NEW HAMPSHIRE	23	31	47
VERMONT	61	123	276
MASSACHUSETTS	53	90	107
RHODE ISLAND	6	9	4
CONNECTICUT	77	133	146
NEW ENGLAND	**282**	**505**	**683**
NEW YORK	1,420	2,907	4,459
NEW JERSEY	196	294	225
PENNSYLVANIA	3,369	6,568	5,369
MIDDLE ATLANTIC	**4,985**	**9,769**	**10,053**
OHIO	8,945	11,989	5,658
INDIANA	13,387	15,121	4,439
ILLINOIS	23,054	29,177	8,149
MICHIGAN	4,764	7,542	5,005
WISCONSIN	9,224	18,591	21,992
EAST NO. CENTRAL	**59,374**	**82,420**	**45,243**
MINNESOTA	22,306	26,579	18,933
IOWA	33,872	33,080	8,328
MISSOURI	15,120	23,674	7,238
NORTH DAKOTA	3,979	10,859	2,975
SOUTH DAKOTA	13,261	17,773	9,106
NEBRASKA	13,277	20,262	3,130
KANSAS	14,277	21,952	8,124
WEST NO. CENTRAL	**116,092**	**154,179**	**57,834**
DELAWARE	32	39	26
MARYLAND	85	128	96
DISTRICT OF COLUMBIA	20	22	17
VIRGINIA	165	272	140
WEST VIRGINIA	29	50	29
NORTH CAROLINA	145	204	100
SOUTH CAROLINA	67	93	47
GEORGIA	130	173	80
FLORIDA	209	271	175
SOUTH ATLANTIC	**882**	**1,252**	**710**
KENTUCKY	398	611	237
TENNESSEE	252	396	179
ALABAMA	103	170	74
MISSISSIPPI	71	107	54
EAST SO. CENTRAL	**824**	**1,284**	**544**
ARKANSAS	141	220	107
LOUISIANA	46	75	35
OKLAHOMA	367	1,326	344
TEXAS	489	819	397
WEST SO. CENTRAL	**1,043**	**2,440**	**883**
MONTANA	1,637	4,810	728
IDAHO	1,105	2,347	1,011
WYOMING	666	1,908	510
COLORADO	2,054	5,175	1,136
NEW MEXICO	44	115	34
ARIZONA	170	273	94
UTAH	159	448	151
NEVADA	67	166	44
MOUNTAIN	**5,902**	**15,242**	**3,708**
ALASKA	28	45	21
WASHINGTON	802	2,216	669
OREGON	739	1,960	566
CALIFORNIA	425	734	360
HAWAII	16	18	11
PACIFIC	**2,010**	**4,973**	**1,627**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**191,394**	**272,064**	**121,285**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**191,394**	**272,064**	**121,285**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**191,394**	**272,064**	**121,285**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK EDITIONS NON-PAID		
	HOG	BEEF	DAIRY
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI			
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL			
DELAWARE	98	458	35
MARYLAND	249	1,250	240
DISTRICT OF COLUMBIA			
VIRGINIA	691	3,209	365
WEST VIRGINIA	50	168	40
NORTH CAROLINA	1,312	7,866	278
SOUTH CAROLINA	713	4,270	195
GEORGIA	1,675	9,525	296
FLORIDA	291	1,865	33
SOUTH ATLANTIC	**5,079**	**28,611**	**1,482**
KENTUCKY	841	4,186	346
TENNESSEE	1,526	6,539	495
ALABAMA	1,142	5,639	289
MISSISSIPPI	530	5,329	113
EAST SO. CENTRAL	**4,039**	**21,693**	**1,243**
ARKANSAS	783	5,484	53
LOUISIANA	330	3,423	28
OKLAHOMA	612	4,262	55
TEXAS	2,396	13,750	157
WEST SO. CENTRAL	**4,121**	**26,919**	**293**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO			
ARIZONA			
UTAH			
NEVADA			
MOUNTAIN			
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA			
HAWAII			
PACIFIC			
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**13,239**	**77,223**	**3,018**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**13,239**	**77,223**	**3,018**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**13,239**	**77,223**	**3,018**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	CATTLEMEN	COUNTRY GUIDE	COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY	
			DAIRY GUIDE	CORN-SOY GUIDE
NEWFOUNDLAND	40	260	43	
NOVA SCOTIA	215	3,215	540	
PRINCE EDWARD ISLAND	496	1,676	411	
NEW BRUNSWICK	639	3,922	504	
QUEBEC	1,139	3,938	715	3,938
ONTARIO	12,755	49,958	10,791	49,958
MANITOBA	3,403	20,892	2,144	
SASKATCHEWAN	6,031	38,493	2,640	
ALBERTA	10,984	41,116	3,868	
BRITISH COLUMBIA	2,057	8,314	879	
NORTHWEST TERRITORIES	7	68	2	
YUKON TERRITORY	11	84	3	
MISCELLANEOUS				
UNCLASSIFIED				
TOTAL CANADA	**37,777**	**171,936**	**22,540**	**53,896**
BRITISH COMMONWEALTH	6	23	5	
UNITED STATES	111	108	25	
FOREIGN	41	70	17	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**37,935**	**172,137**	**22,587**	**53,896**

	COUNTRY LIFE IN BRITISH COLUMBIA*	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	ONTARIO FARMER	THE WESTERN PRODUCER
NEWFOUNDLAND		6	1		7	8
NOVA SCOTIA		44	2	2	93	111
PRINCE EDWARD ISLAND		37	3		290	38
NEW BRUNSWICK		31	279	999	82	107
QUEBEC		94	43,633	55,572	963	167
ONTARIO		949	502	1,688	35,942	2,169
MANITOBA		11,595	20	9	21	12,795
SASKATCHEWAN		26,903	3	3	28	68,429
ALBERTA		20,432	14	12	44	33,691
BRITISH COLUMBIA		1,523	4	4	17	11,135
NORTHWEST TERRITORIES		6	4	1		69
YUKON TERRITORY		12				109
MISCELLANEOUS						
UNCLASSIFIED				1		
TOTAL CANADA		**61,632**	**44,464**	**58,290**	**37,487**	**128,828**
BRITISH COMMONWEALTH						15
UNITED STATES		605	17	4	176	127
FOREIGN		169	62	26	12	27
UNCLASSIFIED					780	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS						
GRAND TOTAL		**62,406**	**44,543**	**58,320**	**38,455**	**128,997**

*Publisher's Statement Not Filed By Press Time.

Audit Bureau
of Circulations

Religious Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR 6 MONTHS ENDED 12/31/89		AVERAGES FOR 6 MONTHS ENDED 12/31/88	
PUBLICATION NAME	SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	TOTAL PAID	INCREASE OR DECREASE
U.S.					
CATHOLIC NEW YORK	131,102		131,102 #	131,406 #	-0.2
JEWISH EXPONENT	52,258	18	52,276	51,632	+1.2
THE JEWISH WEEK	85,693	783	86,476	88,445	-2.2
THE LONG ISLAND CATHOLIC	133,257		133,257 #	132,992 #	+0.2
THE METROWEST JEWISH NEWS	22,802		22,802	23,310	-2.2
NORTHWEST INDIANA CATHOLIC		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE TABLET	75,698	21,228	96,926 #	98,151 #	-1.2

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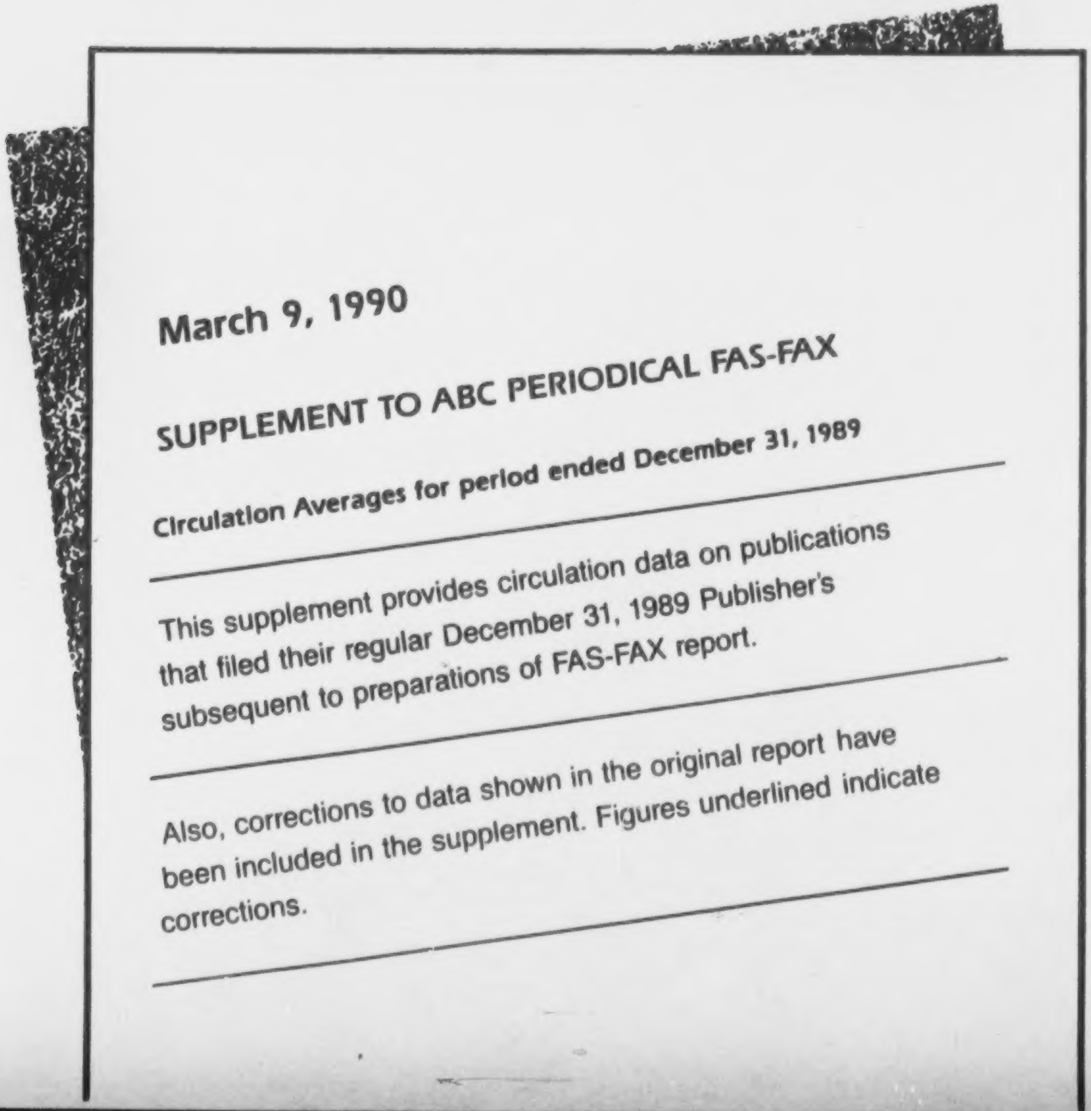

March 9, 1990

SUPPLEMENT TO ABC PERIODICAL FAS-FAX

Circulation Averages for period ended December 31, 1989

This supplement provides circulation data on publications that filed their regular December 31, 1989 Publisher's subsequent to preparations of FAS-FAX report.

Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
AMERICAN FILM (None Claimed)	5	2.50	84,551	15,534	100,085	94,750	12,975	107,725	-10.8	+19.7	-7.1
AMERICAN HANDGUNNER (None Claimed)	3	2.95	101,199	52,011	153,210	88,934	56,074	145,008	+13.8	-7.3	+5.7
THE AMERICAN SPECTATOR (None Claimed)	6	2.75	35,101	1,899	37,000	32,933	1,853	34,786	+6.6	+2.5	+6.4
AMERICANA (None Claimed)	3	2.95	219,020	3,874	222,894	307,391	5,985	313,376	-28.8	-35.3	-28.9
THE AOPA PILOT (None Claimed)	6	2.00	291,760		291,760	275,281		275,281	+6.0		+6.0
ARMY TIMES* (127,000)	26	2.00	108,880	18,165	127,045	110,776	20,587	131,363	-1.7	-11.8	-3.3
ARMY, AIR FORCE, NAVY TIMES COMBINED STATEMENT* (305,000)	26	2.00	274,484	37,799	312,283	270,001	42,815	312,816	+1.7	-11.7	-.2
BIRD TALK (None Claimed)	6	2.50	122,485	25,163	147,648	124,478	28,859	153,337	-1.6	-12.8	-3.7
BLACK ENTERPRISE* (230,000)	12	1.95	216,996	14,412	231,408	218,352	13,966	232,318	-.6	+3.2	-.4
BON APPETIT* (1,300,000)	6	2.50	1,248,843	106,561	1,355,404	1,242,753	101,297	1,344,050	+.5	+5.2	+.8
BRIDAL GUIDE (None Claimed)	3	4.50	2,077	151,060	153,137						
BUENHOGAR (None Claimed)	13	2.95	5,585	8,404	13,989	6,743	9,072	15,815	-17.2	-7.4	-11.6
BUSINESS FORMS, LABELS & SYSTEMS (None Claimed)	12	7.50	7,018		7,018	6,003		6,003	+16.9		+16.9
CABLECAST (30,000)	27	.65	15,715	14,945	30,660						
CALIFORNIA JOURNAL (None Claimed)	6	3.50	13,920	847	14,767	14,904	873	15,777 @	-6.6	-3.0	-6.4

@ INDICATES THAT THE COMPARISON FIGURES HAVE BEEN ADJUSTED TO THE AUDITOR'S FINDINGS

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CAPE COD LIFE (None Claimed)	3	3.00	13,812	10,720	24,532	13,289	11,008	24,297	+3.9	-2.6	+1.0
CAT FANCY (None Claimed)	6	2.50	222,702	31,563	254,265	234,502	33,683	268,185	-5.0	-6.3	-5.2
CATS MAGAZINE (None Claimed)	1		132,642	2,957	135,599	144,893	4,421	149,314	-8.5	-33.1	-9.2
THE CHRONICLE OF THE HORSE (None Claimed)	26	1.25	22,293	314	22,607	22,212	335	22,547	+.4	-6.3	+.3
CIRCUS MAGAZINE (None Claimed)	6	2.95	46,347	203,858	250,205	37,061	228,267	265,328	+25.1	-10.7	-5.7
COMPUTER LANGUAGE (None Claimed)	6	3.50	42,527	13,030	55,557	41,119	12,775	53,894	+3.4	+2.0	+3.1
COOK'S (225,000)	5	3.00	165,648	44,463	210,111	172,113	53,531	225,644	-3.8	-16.9	-6.9
COSMOPOLITAN EN ESPANOL (None Claimed)	6	2.50	8,531	22,157	30,688	10,224	24,462	34,686	-16.6	-9.4	-11.5
COUNTRY JOURNAL (325,000)	3	2.95	298,780	16,484	315,264	306,452	18,713	325,165	-2.5	-11.9	-3.0
CREATIVE CLASSROOM (None Claimed)	3	4.95	127,766		127,766	123,875		123,875	+3.1		+3.1
DATA BASED ADVISOR (None Claimed)	6	3.95	31,380	8,175	39,555						
DECORATING REMODELING (550,000)	4	1.95	251,879	252,633	504,512	212,915	354,424	567,339	+18.3	-28.7	-11.1
DELL PUZZLE MAGAZINE GROUP (None Claimed)	6		142,839	2,044,588	2,187,427						
DENVER MAGAZINE (None Claimed)	6	2.00	10,231	1,266	11,497	12,105	1,954	14,059	-15.5	-35.2	-18.2
DETAILS (None Claimed)	5	2.00	52,707	47,596	100,303						
DIABETES SELF-MANAGEMENT (150,000)	3	3.00	137,374		137,374						
DOG FANCY (None Claimed)	6	2.50	140,807	24,528	165,335	136,094	21,977	158,071	+3.5	+11.6	+4.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
DOG WORLD (None Claimed)	6	3.00	31,056	29,988	61,044	34,207	29,747	63,954	-9.2	+.8	-4.6
DUNE BUGGIES AND HOT VWS (None Claimed)	6	2.75	34,877	73,196	108,073	35,880	77,216	113,096	-2.8	-5.2	-4.4
EARLY AMERICAN LIFE (250,000)	3	2.95	225,463	26,844	252,307	259,409	41,036	300,445	-13.1	-34.6	-16.0
EDUCATION WEEK (None Claimed)	16	2.50	50,878		50,878	47,270		47,270	+7.6		+7.6
THE FAMILY HANDYMAN* (1,275,000)	4	1.95	1,332,274	50,273	1,382,547	1,211,100	49,273	1,260,373	+10.0	+2.0	+9.7
FEDERAL TIMES* (None Claimed)	26	1.25	33,195	1,192	34,387	29,903	1,258	31,161	+11.0	-5.3	+10.4
FINE HOMEBUILDING (235,000)	3	4.95	188,597	48,190	236,787	183,889	44,617	228,506	+2.6	+8.0	+3.6
FINE TUNING (None Claimed)	6		56,175		56,175	55,507		55,507	+1.2		+1.2
FIREHOUSE (110,000)	6	2.75	107,768		107,768	107,943		107,943	-.2		-.2
FIRST FOR WOMEN (4,000,000)	6	1.00		3,509,688	3,509,688						
FISHING FACTS (150,000)	3	2.50	56,808	63,693	120,501	69,686	73,389	143,075	-18.5	-13.2	-15.8
FLY FISHERMAN (130,000)	3	3.50	106,090	31,950	138,040	112,001	33,292	145,293	-5.3	-4.0	-5.0
FLYING MODELS (None Claimed)	6	2.50	10,678	14,394	25,072	10,590	14,862	25,452	+.8	-3.2	-1.5
FREQUENT FLYER MAGAZINE- PART II OF THE POCKET FLIGHT GUIDES (325,000)	6		335,690		335,690	350,323		350,323	-4.2		-4.2
GEOMUNDO (None Claimed)	6	3.00	6,458	3,173	9,631	6,414	3,364	9,778	+.7	-5.7	-1.5
GRAND RAPIDS MAGAZINE (None Claimed)	6	2.00	5,335	1,262	6,597	5,220	1,251	6,471	+2.2	+.9	+2.0
GREAT LAKES FISHERMAN (None Claimed)	4	2.95	21,555	3,598	25,153	20,387	4,078	24,465	+5.7	-11.8	+2.8

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GUNS MAGAZINE (None Claimed)	6	2.95	113,909	47,814	161,723	105,065	45,632	150,697	+8.4	+4.8	+7.3
HARPER'S BAZAAR EN ESPANOL (None Claimed)	5	2.95	1,885	2,299	4,184	2,423	2,930	5,353	-22.2	-21.5	-21.8
HIPPOCRATES THE MAGAZINE OF HEALTH & MEDICINE (375,000)	3	3.00	383,383	16,309	399,692	313,383	19,805	333,188	+22.3	-17.7	+20.0
HOMBRE DE MUNDO (None Claimed)	6	2.50	2,072	1,952	4,024	2,511	2,052	4,563	-17.5	-4.9	-11.8
HOME MAGAZINE* (925,000)	6	1.95	809,463	115,872	925,335	793,943	129,550	923,493	+2.0	-10.6	+.2
HOME MAGAZINE'S BEST KITCHEN IDEAS* (None Claimed)	2	2.95		111,038	111,038		149,452	149,452		-25.7	-25.7
HORSE ILLUSTRATED (None Claimed)	6	2.25	86,985	22,934	109,919	81,510	20,457	101,967	+6.7	+12.1	+7.8
HUDSON VALLEY (None Claimed)	6	1.95	18,893	3,268	22,161	19,406	2,857	22,263	-2.6	+14.4	-.5
IDEAS PARA SU HOGAR (None Claimed)	6	2.50	4,027	1,925	5,952	4,479	1,910	6,389	-10.1	+.8	-6.8
INSTRUCTOR MAGAZINE (None Claimed)	4	3.00	283,060		283,060	276,653	98	276,751	+2.3		+2.3
INTERVIEW (None Claimed)	6	2.50	78,387	58,684	137,071	85,518	66,142	151,660	-8.3	-11.3	-9.6
JUNIOR LEAGUE REVIEW (180,518)	1		183,913		183,913	182,802		182,802	+.6		+.6
JUNIOR SCHOLASTIC to 9/1/89 (825,000) since 9/1/89 (675,000)	9	1.25	682,225		682,225	717,481		717,481	-4.9		-4.9
M, THE CIVILIZED MAN* (160,000)	6	3.00	107,757	44,130	151,887	106,961	48,637	155,598	+.7	-9.3	-2.4
MACFADDEN WOMEN'S GROUP* (2,000,000)	6	1.69	1,011,727	682,952	1,694,679	1,140,686	819,328	1,960,014	-11.3	-16.6	-13.5

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
MECANICA POPULAR (None Claimed)	6	2.50	2,846	1,525	4,371	3,276	1,544	4,820	-13.1	-1.2	-9.3
MICHIGAN LIVING (None Claimed)	6	1.00	1,026,085		1,026,085	1,026,579		1,026,579	-.1		-.1
MOTORLAND (1,850,000)	3	.50	1,866,430		1,866,430	1,812,240		1,812,240	+3.0		+3.0
MUSICIAN (None Claimed)	6	2.95	38,256	50,133	88,389	43,489	61,609	105,098	-12.0	-18.6	-15.9
THE NATION (85,000)	22	1.75	87,041	2,275	89,316	89,441	2,336	91,777	-2.7	-2.6	-2.7
NATIONAL REVIEW (120,000)	13	1.95	126,225	6,943	133,168	117,618	7,358	124,976	+7.3	-5.6	+6.6
OHIO FISHERMAN (None Claimed)	4	2.95	18,683	2,497	21,180	20,841	2,723	23,564	-10.4	-8.3	-10.1
ORANGE COAST MAGAZINE (None Claimed)	6	2.95	20,320	5,008	25,328	18,964	5,603	24,567	+7.2	-10.6	+3.1
THE PENNSYLVANIA SPORTSMAN (None Claimed)	4	2.50	53,044	9,821	62,865	51,105	9,962	61,087	+3.8	-1.6	+2.9
PETERSEN'S MUSTANG (None Claimed)	3	2.95	54,089	81,096	135,185	45,195	79,258	124,453	+19.7	+2.3	+8.6
PRIVATE PILOT (None Claimed)	6	2.95	67,493	22,958	90,451	70,350	25,673	96,023	-4.1	-10.6	-5.8
THE QUARTER RACING JOURNAL (None Claimed)	6	2.50	10,624	161	10,785						
RAILROAD MODEL CRAFTSMAN (None Claimed)	6	2.50	32,186	40,278	72,464	29,280	43,283	72,563	+9.9	-6.9	-.1
SCHOLASTIC H.S. NETWORK (2,300,000)		1.25	2,031,287		2,031,287	2,153,541		2,153,541	-5.7		-5.7
SCHOLASTIC MAGAZINES (2,975,000)		1.25	2,713,512		2,713,512	2,871,022		2,871,022	-5.5		-5.5
SCIENCE (150,000)	25	3.50	152,841		152,841	153,431		153,431	-.4		-.4
SESAME STREET MAGAZINE (1,200,000)	5		1,235,842		1,235,842	1,224,134	36,140☆	1,260,274	+1.0		-1.9

☆ THIS PUBLICATION HAD NO SINGLE COPY SALES FOR ONLY ONE OF FIVE ISSUES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SIERRA* (375,000)	3	2.50	405,040	8,231	413,271	373,320	6,580	379,900	+8.5	+25.1	+8.8
16 MAGAZINE (None Claimed)	5	2.25	8,412	174,102	182,514	8,854	128,544	137,398	-5.0	+35.4	+32.8
SOAP OPERA DIGEST* (950,000)	13	1.95	321,352	1,144,662	1,466,014	290,527	857,357	1,147,884	+10.6	+33.5	+27.7
SOLDIER OF FORTUNE (None Claimed)	6	3.50	26,650	77,989	104,639	28,488	92,344	120,832	-6.5	-15.6	-13.4
SPANAMERICA MAGAZINE NETWORK (None Claimed)			65,969	153,187	219,156	74,520	159,121	233,641	-11.5	-3.7	-6.2
SPANAMERICAN MEN'S GROUP (None Claimed)	6		11,376	6,650	18,026	12,201	6,960	19,161	-6.8	-4.5	-5.9
SPANAMERICAN WOMEN'S GROUP (None Claimed)			54,593	146,537	201,130	62,319	152,161	214,480	-12.4	-3.7	-6.2
SPECTRUM (None Claimed)	6		288,175		288,175	279,979		279,979	+2.9		+2.9
SPORT FISHING (85,000)	3	2.95	61,933	20,319	82,252	66,193	18,833	85,026	-6.4	+7.9	-3.3
ST. LOUIS MAGAZINE, INC. (None Claimed)	6	1.95	26,300	6,414	32,714	21,090	5,382	26,472	+24.7	+19.2	+23.6
SUN (None Claimed)	26	.75	4,088	428,759	432,847	3,901	437,249	441,150	+4.8	-1.9	-1.9
T.V. Y NOVELAS (None Claimed)	13	1.75	10,668	75,116	85,784	11,230	74,040	85,270	-5.0	+1.5	+.6
TEACHING AND COMPUTERS (40,000)	3	4.00	40,252		40,252	40,488		40,488	-.6		-.6
TRANSWORLD SKATEBOARDING (None Claimed)	5	3.50	22,353	105,486	127,839	31,171	136,481	167,652	-28.3	-22.7	-23.8
TRAVEL-HOLIDAY (750,000)	6	2.50	665,743	7,758	673,501	755,104		755,104	-11.8		-10.8
TRUE STORY* (1,300,000)	6	1.69	944,103	206,741	1,150,844	1,061,812	239,017	1,300,829	-11.1	-13.5	-11.5

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TU INTERNACIONAL (None Claimed)	6	2.50	4,175	6,430	10,605	4,094	6,351	10,445	+2.0	+1.2	+1.5
TURTLE MAGAZINE FOR PRESCHOOL KIDS (358,684)	4		395,007		395,007	544,326		544,326	-27.4		-27.4
VANIDADES CONTINENTAL (None Claimed)	13	2.95	19,361	25,842	45,203	22,623	26,636	49,259	-14.4	-3.0	-8.2
VIDEO REVIEW* (450,000)	6	2.25	370,829	70,659	441,488	390,255	72,357	462,612	-5.0	-2.4	-4.6
VISION-THE INTER-AMERICAN MAGAZINE (200,000)	13		178,179	6,699	184,878	185,996	7,682	193,678	-4.2	-12.8	-4.5
"W"* (250,000)	13	2.95	216,603	17,541	234,144	240,922	18,699	259,621	-10.1	-6.2	-9.8
THE WASHINGTON POST NATIONAL WEEKLY EDITION (60,000)	26	1.95	71,574	1,000	72,574	66,887	1,092	67,979	+7.0	-8.4	+6.8
WATERSKI (110,000)	4	2.95	90,732	20,129	110,861	84,568	18,988	103,556	+7.3	+6.0	+7.1
WESTWAYS (400,000)	6	2.00	460,939		460,939	474,264		474,264	-2.8		-2.8
WOMEN'S SPORTS & FITNESS (250,000)	4	2.00	263,717	5,464	269,181	347,037	653	347,690	-24.0	+736.8	-22.6
WORKING WOMAN* (900,000)	6	2.50	845,985	63,216	909,201	838,798	66,560	905,358	+.9	-5.0	+.4
CANADA											
ACTIF (None Claimed)	5	3.95	8,782	675	9,457						
ALBERTA/WESTERN REPORT (None Claimed)	26	2.50	46,831	1,845	48,676	50,705	2,973	53,678	-7.6	-37.9	-9.3
CANADIAN BUSINESS (None Claimed)	6	3.00	81,068	5,816	86,884	80,180	6,293	86,473	+1.1	-7.6	+.5
CANADIAN HOUSE & HOME (100,000)	4	2.95	92,792	15,452	108,244						

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/89			AVERAGES FOR SIX MONTHS ENDED 12/31/88			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CANADIAN YACHTING (None Claimed)	6	3.00	16,660	1,987	18,647	16,783	1,999	18,782 @	-.7	-.6	-.7
ONTARIO OUT OF DOORS (None Claimed)	5	2.50	46,715	7,856	54,571	46,463	10,058	56,521	+.5	-21.9	-3.5
ORAH (None Claimed)	2		13,411		13,411	13,481		13,481	-.5		-.5
SENTIER CHASSE-PECHE (None Claimed)	6	3.25	59,894	16,776	76,670	53,985	15,820	69,805	+11.0	+6.0	+9.8
SKI CANADA (None Claimed)	3	3.00	37,608	10,205	47,813	38,517	10,529	49,046	-2.4	-3.1	-2.5
TROT (None Claimed)	6	2.50	18,426		18,426						
FOREIGN											
RITMO (None Claimed)	12	1.50	361	4,364	4,725	503	6,760	7,263	-28.2	-35.4	-34.9
VEA (None Claimed)	26	1.35	7,210	42,716	49,926	10,313	52,003	62,316	-30.1	-17.9	-19.9

@ INDICATES THAT THE COMPARISON FIGURES HAVE BEEN ADJUSTED TO THE AUDITOR'S FINDINGS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				6/30/89	12/31/88
U.S.					
ADVERTISING AGE	90,344		90,344	93,823	94,195
AGRICULTURAL ENGINEERING	8,583		8,583		
AMERICAN INK MAKER	2,700	1,051	3,751	3,766	3,678
THE AMERICAN JOURNAL OF CARDIOLOGY	20,390		20,390	21,409	20,803
THE AMERICAN JOURNAL OF MEDICINE	25,326		25,326	27,787	29,036
THE AMERICAN JOURNAL OF SURGERY	14,853		14,853	15,845	16,061
AMERICAN PAINT & COATINGS JOURNAL	4,038	540	4,578	5,635	5,320
AMUSEMENT BUSINESS	12,150		12,150	11,849	11,916
APPAREL MERCHANDISING		38,650	38,650	38,887	41,455
ARTS & ACTIVITIES	23,859		23,859	22,122	25,433
AUTOMOTIVE NEWS	77,935		77,935	76,649	74,866
BAKING & SNACK SYSTEMS		8,806	8,806	8,822	8,811
BILLBOARD	49,042		49,042	48,027	46,946
BOXBOARD CONTAINERS	4,347	9,569	13,916	13,754	13,890
BROADCASTING-THE NEWS MAGAZINE OF THE FIFTH ESTATE	31,076		31,076	31,709	32,928
BROWARD REVIEW	3,237	245	3,482	3,827	4,223
BUILDING SUPPLY HOME CENTERS		51,271	51,271	48,601	44,254
THE BUSINESS JOURNAL	12,648		12,648	12,473	11,132
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	13,121		13,121	13,275	12,583
CALIFORNIA BUSINESS	11,740	120,798	132,538	131,337	131,925
CHEMICAL ENGINEERING	51,786	19,732	71,518	71,089	69,144
CHEMICAL WEEK	36,324	12,166	48,490	46,998	47,533
CINCINNATI BUSINESS COURIER	7,663		7,663	8,312	8,951
CLASSROOM COMPUTER LEARNING	21,855	58,264	80,119	80,430	80,989
CONSTRUCCION PAN-AMERICANA		11,852	11,852	11,963	11,961
CONSTRUCTIONEER	104	12,817	12,921	13,176	
CORPORATE REPORT MINNESOTA	9,392	4,945	14,337	17,016	17,584
CRAIN'S CLEVELAND BUSINESS	11,204	14,057	25,261	25,408	25,191
CRAIN'S DETROIT BUSINESS	33,563		33,563	32,339	30,966
CRAIN'S NEW YORK BUSINESS	39,018	32,476	71,494	71,292	70,968

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				6/30/89	12/31/88
DEFENSE & DIPLOMACY	2,161	10,236	12,397	11,617	11,364
DENVER BUSINESS JOURNAL	10,630		10,630	9,764	10,187
DESIGN COST & DATA	678	5,253	5,931	6,263	7,493
DRUG STORE NEWS	40,955	2,047	43,002	42,703	42,219
DRUG STORE NEWS/INSIDE PHARMACY		25,667	25,667	24,109	
EDITOR & PUBLISHER-THE FOURTH ESTATE	25,362	2,741	28,103	27,914	27,785
ELECTRICAL WHOLESALING	18,303	2,129	20,432	20,416	20,342
ELECTRICAL WORLD	5,722	39,251	44,973	44,959	43,973
ELECTRONIC LEARNING	7,605	78,734	86,339	82,769	82,565
ELECTRONIC MEDIA	14,683	12,684	27,367	26,895	26,259
ELECTRONIC SERVICING & TECHNOLOGY	36,985		36,985	38,145	39,915
ENR	93,719		93,719	94,405	94,104
FEEDSTUFFS	17,349	1,396	18,745	19,329	19,003
FINANCIAL ANALYSTS JOURNAL	21,235		21,235	21,000	20,689
FOLIO:THE MAGAZINE FOR MAGAZINE MANAGEMENT	10,599		10,599	11,486	10,828
FOOD TECHNOLOGY	23,613	2,888	26,501	25,799	25,587
FRAMES	20,443		20,443	20,432	20,355
GLASS DIGEST	9,441	2,059	11,500	11,305	10,690
GLASS INDUSTRY	1,754	509	2,263	2,409	2,257
GREATER CINCINNATI BUSINESS RECORD	10,342		10,342	9,579	
HARDWARE AGE	5,343	65,950	71,293	71,319	71,296
HIPPOCRATES (RECEPTION ROOM EDITION)		176,253	176,253	125,370	
HOUSEWARES	2,461	11,635	14,096	13,994	13,999
HOUSTON BUSINESS JOURNAL	14,683		14,683	15,572	19,395
INTERIOR DESIGN	56,209		56,209	57,773	56,968
THE JOURNAL OF ACCOUNTANCY	321,009		321,009	318,927	308,090
LIBRARY JOURNAL	23,897		23,897	23,888	23,665
LOS ANGELES BUSINESS JOURNAL	14,851	26,751	41,602	49,382	51,030
LP/GAS	5,289	9,889	15,178	15,047	15,209
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE	14,311		14,311		14,516
MIAMI REVIEW	5,406	241	5,647	5,931	6,419
MICHIGAN ROADS AND CONSTRUCTION	1,317	484	1,801	1,824	1,840
MODERN PLASTICS	47,769	7,423	55,192	55,339	53,510
MOTOR	125,478		125,478	125,602	125,664

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 6/30/89	12/31/88
NASHVILLE BUSINESS JOURNAL	7,605	219	7,824	7,413	8,252
NATION'S RESTAURANT NEWS	87,910	4,575	92,485	94,907	94,329
NATIONAL DEFENSE	36,785	1,255	38,040	38,916	40,755
NATIONAL HOME CENTER NEWS	2,990	47,224	50,214	51,363	52,116
THE NATIONAL PROVISIONER	8,181		8,181	7,937	8,155
THE NATIONAL UNDERWRITER, LIFE & HEALTH/FINANCIAL SERVICES EDITION	17,333	4,233	21,566	27,247	28,514
THE NATIONAL UNDERWRITER, PROPERTY AND CASUALTY/RISK & BENEFITS MANAGEMENT EDITION	27,964	9,121	37,085	38,456	38,943
NEW ENGLAND CONSTRUCTION	231	8,623	8,854	7,909	
OIL AND GAS INVESTOR	4,369	776	5,145	5,066	5,235
PACKAGING DIGEST		111,484	111,484	111,227	106,244
PALM BEACH REVIEW	2,315	193	2,508	2,733	3,057
PERSONNEL JOURNAL	28,054		28,054	26,584	25,994
PHOTO DISTRICT NEWS	24,523	2,151	26,674	29,596	30,922
PIPELINE & GAS JOURNAL	3,122	20,953	24,075	24,095	24,054
PITTSBURGH BUSINESS TIMES-JOURNAL	9,590		9,590	8,905	8,360
PLASTICS NEWS	5,668	54,990	60,658		
POWER	18,437	43,054	61,491	60,391	59,870
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE	51,109		51,109	45,475	48,609
PROFESSIONAL BUILDER	4,631	148,511	153,142	144,998	140,890
PROGRESSIVE ARCHITECTURE	74,948		74,948	74,805	74,345
PUBLIC RELATIONS JOURNAL	19,305		19,305	20,675	20,566
PUGET SOUND BUSINESS JOURNAL	14,999		14,999	14,516	14,167
RESTAURANTS & INSTITUTIONS		142,072	142,072	140,589	139,507
RISK MANAGEMENT	10,384		10,384	9,886	10,236
SAN DIEGO BUSINESS JOURNAL	11,848		11,848	11,806	10,889
SCHOLASTIC COACH	27,095	14,745	41,840	41,547	41,848
THE SCHOOL ADMINSTRATOR	16,174		16,174	18,784	16,670
SCHOOL LIBRARY JOURNAL	40,007		40,007	40,631	41,222
SCREEN PRINTING	11,858	2,947	14,805	14,750	13,000
SEA POWER	65,019	6,489	71,508	68,611	65,035
SEED WORLD	2,783	3,865	6,648	6,266	7,293
ST. LOUIS BUSINESS JOURNAL	16,905		16,905	16,498	17,072

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 6/30/89	12/31/88
TRAFFIC WORLD	9,505		9,505	9,952	10,004
UNIX WORLD	55,054		55,054	50,748	47,498
WATER & WASTES DIGEST		100,332	100,332	95,973	100,902
THE WATERWAYS JOURNAL	5,659		5,659	5,354	5,848
WILSON LIBRARY BULLETIN	12,364		12,364	12,434	12,698
REFERENCE					
BUSINESS PUBLICATION RATES AND DATA	5,864		5,864	6,155	6,293
COMMUNITY PUBLICATION RATES AND DATA	1,680		1,680	1,717	1,771
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	4,944		4,944	5,227	5,327
NEWSPAPER RATES AND DATA	4,844		4,844	5,170	5,292
THE POCKET LIST OF RAILROAD OFFICIALS	10,881		10,881	10,991	11,341
SPECIAL ISSUES '89	775		775	1,095	1,119
SPOT RADIO RATES AND DATA	3,266		3,266	3,529	3,634
SPOT TELEVISION RATES AND DATA	3,436		3,436	3,651	3,784
FOREIGN					
WORLD EXECUTIVE'S DIGEST	49,848	11,054	60,902	59,375	63,919

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/89

PUBLICATION NAME	TOTAL PAID	NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 6/30/89	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/88
U.S.					
PRAIRIE FARMER*	106,289	77,622	183,911	169,580	161,580
WALLACES FARMER*	51,727	120,017	171,744	168,975	143,987
WISCONSIN AGRICULTURIST*	33,894	16,162	50,056	48,539	51,795

*DATA BANK PARTICIPANT

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 12/31/89 SUBSCRIPTIONS	AVERAGES FOR 6 MONTHS ENDED 12/31/89 SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR 6 MONTHS ENDED 12/31/88 TOTAL PAID	INCREASE OR DECREASE
U.S.					
JEWISH EXPONENT	52,258	18	52,276	47,132 @	+10.9

@ INDICATES THAT THE COMPARISON FIGURES HAVE BEEN ADJUSTED TO THE AUDITOR'S FINDINGS

# RELIGIOUS PUBLICATION USING THE CONGREGATION-WIDE SUBSCRIPTION PLAN

A3385-3.44 8/90

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

FAS-FAX

United States and Canadian Periodicals

Circulation averages for six months ended June 30, 1990

Magazines,
Business Publications,
Farm Publications
and Religious Publications

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subject to confirmation by regularly scheduled audits. If there is a difference of 2% or more between the publisher's figures and the auditor's findings and/or at the publisher's request, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@ Indicates that the comparison figures have been adjusted to the auditor's findings. (See text above)

* Indicates Data Bank participant.

⅓ Indicates initial audit/reinstatement of service report figures for the period.

(a) Denotes a time period prior to ABC membership.

(b) Represents change in membership division.

(c) Indicates omission of figures due to group's frequencies, price structures and/or change of participants.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area. This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of nonpaid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

Approximately one week after the mailing of this report, a correction notice (if necessary) will be mailed by ABC. Approximately two weeks after the correction notice, a supplement to this report will be issued. It will list those new filers as well as pertinent updates.

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of Circulations

Magazines
United States & Canada

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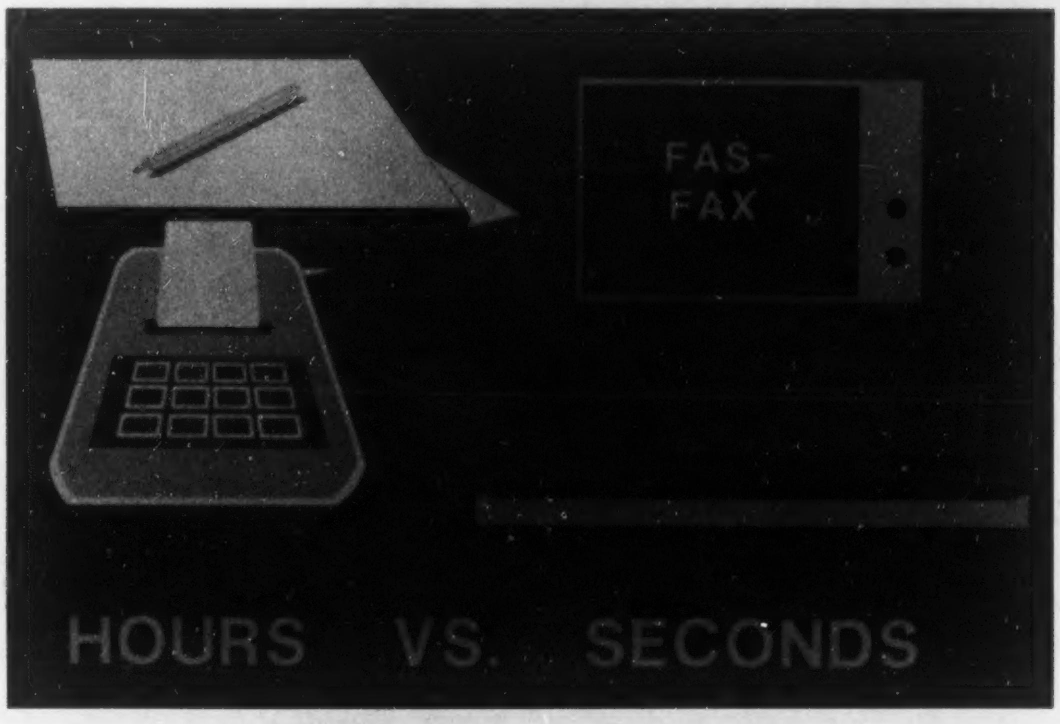

Audit Bureau
of Circulations

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.												
ADVENTURE ROAD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AIR & SPACE/SMITHSONIAN (300,000)	3.50	3	299,640	17,118	316,758	3	295,910	16,621	312,531	+1.3	+3.0	+1.4
*AIR FORCE TIMES (89,000)	2.00	26	81,941	13,594	95,535	26	79,893	11,319	91,212	+2.6	+20.1	+4.7
ALABAMA LIVING (None Claimed)	2.50	6	249,010		249,010	6	240,934		240,934	+3.4		+3.4
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER (235,000)	2.95	6	229,578	19,582	249,158	6	220,689	19,208	239,897	+4.0	+2.0	+3.9
ALFRED HITCHCOCK & ELLERY QUEEN MYSTERY MAGAZINES (None Claimed)	2.25	6	381,631	31,027	412,658	6	400,006	37,715	437,721	-4.6	-17.7	-5.7
AMERICAN ARTIST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICAN DEMOGRAPHICS (None Claimed)	5.00	6	32,957	1,182	34,139	6	33,208	1,485	34,693	-.8	-20.4	-1.6
AMERICAN FILM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICAN HANDGUNNER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICAN HEALTH-FITNESS OF BODY AND MIND			PUBLISHER'S STATEMENT NOT FIL[illegible] BY PRESS TIME									
*AMERICAN HERITAGE (285,000)	4.50	4	281,887	8,513	290,400	4	269,153	7,948	277,101	+4.7	+7.1	+4.8
THE AMERICAN HUNTER (None Claimed)	2.00	6	1,284,762		1,284,762	6	1,411,156		1,411,156	-9.0		-9.0
THE AMERICAN LAWYER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICAN LEGION AUXILIARY NATIONAL NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE AMERICAN LEGION MAGAZINE (2,850,000)	2.00	6	2,858,405		2,858,405	6	2,873,927		2,873,927	-.5		-.5

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89					% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID		SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
AMERICAN MOTORCYCLIST (None Claimed)	1.25	6	147,814		147,814	6	135,417		135,417		+9.2		+9.2
*AMERICAN PHOTO (250,000)	3.50	3	215,235	42,634	257,869	6	218,413	22,167	240,580		-1.5	+92.3	+7.2
THE AMERICAN RIFLEMAN (None Claimed)	2.00	6	1,398,666		1,398,666	6	1,419,971		1,419,971		-1.5		-1.5
AMERICAN SCIENTIST (None Claimed)	4.75	3	111,315	1,137	112,452	3	117,248	703	117,951		-5.1	+61.7	-4.7
THE AMERICAN SPECTATOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
AMERICANA (None Claimed)	2.95	3	184,595	6,895	191,490	3	238,179	3,975	242,154		-22.5	+73.5	-20.9
AMIGAWORLD (None Claimed)	3.95	6	51,545	38,614	90,159	6	49,429	37,401	86,830	@	+4.3	+3.2	+3.8
ANALOG & ISAAC ASIMOV'S SCIENCE FICTION MAGAZINES (None Claimed)	2.50	6	132,265	26,459	158,725	6	136,885	28,145	165,030		-3.4	-6.0	-3.8
THE AOPA PILOT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
ARCHAEOLOGY MAGAZINE (130,000)	3.95	3	128,212	13,450	141,662	3	108,679	14,727	123,406		+18.0	-8.7	+14.8
ARCHIE COMIC GROUP to 03/90 (1,100,000) since 03/90 (1,250,000)	(c)	6		1,137,850	1,137,850	6		1,154,080	1,154,080			-1.4	-1.4
*ARCHITECTURAL DIGEST (625,000)	5.00	6	511,437	120,865	632,302	6	521,582	114,949	636,531		-2.0	+5.2	-.7
ARKANSAS TIMES MAGAZINE (None Claimed)	1.95	6	26,294	2,275	28,569	6	26,973	2,626	29,599	@	-2.5	-13.4	-3.5
*ARMY TIMES (126,000)	2.00	26	106,709	19,656	126,365	26	109,988	19,092	129,080		-3.0	+3.0	-2.1
*ARMY TIMES, AIR FORCE TIMES, NAVY TIMES, COMBINED STATEMENT (305,000)	2.00	26	268,524	43,679	312,203	26	271,129	40,341	311,470		-1.0	+8.3	+.2
ART & ANTIQUES (135,000)	2.95	5	130,537	6,504	137,041	6	107,990	4,358	112,348		+20.9	+49.2	+22.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
ART IN AMERICA (None Claimed)	4.75	6	57,065	12,957	70,022	6	52,987	10,174	63,161	+7.7	+27.4	+10.9
THE ARTIST'S MAGAZINE (None Claimed)	2.50	6	220,583	28,119	248,702	6	203,947	25,658	229,605	+8.2	+9.6	+8.3
ARTNEWS (70,000)	4.50	5	64,595	11,536	76,131	5	66,158	9,940	76,098	-2.4	+16.1	+.0
ASTRONOMY (160,000)	2.50	6	110,105	48,249	158,354	6	116,832	48,922	165,754	-5.8	-1.4	-4.5
ATLANTA MAGAZINE to 03/90 (64,000) since 03/90 (70,000)	1.95	6	65,245	8,838	74,083	6	56,895	8,339	65,234	+14.7	+6.0	+13.6
*THE ATLANTIC (450,000)	2.50	6	419,412	45,458	464,870	6	422,307	47,113	469,420	-.7	-3.5	-1.0
*AUDIO (None Claimed)	2.75	6	109,819	32,416	142,235	6	111,684	32,733	144,417	-1.7	-1.0	-1.5
*AUDUBON (425,000)	4.00	3	441,747	6,028	447,775	3	425,542	8,690	434,232	+3.8	-30.6	+3.1
*AUTOMOBILE MAGAZINE (385,000)	2.95	6	325,165	103,250	428,415	6	243,135	88,868	332,003	+33.7	+16.2	+29.0
*AUTOWEEK (265,000)	1.95	26	260,965	4,546	265,511	26	249,651	3,981	253,632	+4.5	+14.2	+4.7
*BACKPACKER (175,000)	2.95	4	142,705	43,408	186,113	4	133,380	43,251	176,631	+7.0	+.4	+5.4
BALTIMORE MAGAZINE (50,000)	1.95	6	44,849	9,520	54,369	6	46,223	9,740	55,963	-3.0	-2.3	-2.9
BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY (None Claimed)	2.00	26	129,017	121,772	250,789	26	131,563	116,193	247,756	-1.9	+4.8	+1.2
BASEBALL DIGEST (None Claimed)	2.25	6	259,171	18,966	278,137	6	270,552	23,453	294,005	-4.2	-19.1	-5.4
BASSIN' (None Claimed)	2.50	5	144,445	33,372	177,817	5	177,557	42,654	220,211	-18.7	-21.8	-19.3
BASSMASTER MAGAZINE (None Claimed)	2.95	6	518,547	14,897	533,444	6	517,322	12,447	529,769	+.2	+19.7	+.7

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
BEAUTY DIGEST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*BETTER HOMES AND GARDENS (8,000,000)	1.75	6	7,477,561	525,334	8,002,895	6	7,446,343	580,667	8,027,010	+.4	-9.5	-.3
BETTER INVESTING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*BICYCLING (340,000)	2.95	5	281,537	103,993	385,530	5	226,657	94,573	321,230	+24.2	+10.0	+20.0
THE BIG BOPPER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*BLACK ENTERPRISE (230,000)	1.95	6	240,410	14,428	254,838	6	219,215	14,270	233,485	+9.7	+1.1	+9.2
THE BLOOD-HORSE (None Claimed)	2.50	26	19,221	813	20,034	25	19,989	701	20,690	-3.8	+16.0	-3.2
BMX PLUS! (None Claimed)	2.95	6	19,971	23,845	43,816	6	28,967	34,322	63,289	-31.1	-30.5	-30.8
*BOATING (None Claimed)	3.50	6	147,856	40,700	188,556	6	147,554	47,083	194,637	+.2	-13.6	-3.1
*BON APPETIT (1,300,000)	2.50	6	1,266,859	104,225	1,371,084	6	1,248,884	100,512	1,349,396	+1.4	+3.7	+1.6
BOP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BOSTON MAGAZINE (124,000)	2.50	6	102,871	23,427	126,298	6	100,907	26,377	127,284	+2.0	-11.2	-.8
BOWLING DIGEST (None Claimed)	2.50	3	122,782	5,529	128,311	3	117,434	5,601	123,035	+4.6	-1.3	+4.3
*BOYS' LIFE (1,300,000)	1.50	6	1,434,486		1,434,486	6	1,439,494		1,439,494	-.4		-.4
*BRIDAL GUIDE (None Claimed)	4.50	3	2,358	242,590	244,948	3	1,928	158,307	160,235 ^	+22.3	+53.2	+52.9
*BRIDE'S (None Claimed)	5.00	3	48,272	377,068	425,340	3	39,011	440,324	479,335	+23.7	-14.4	-11.3
BUENHOGAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BUSINESS FORMS, LABELS & SYSTEMS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BUSINESS WEEK INTERNATIONAL (105,000)	1.75	25	93,488	15,497	108,985	25	87,392	14,191	101,583	+7.0	+9.2	+7.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*BUSINESS WEEK (NORTH AMERICA) (870,000)	2.00	25	868,433	42,953	911,386	25	861,351	39,638	900,989	+.8	+8.4	+1.2
BUSINESS WEEK (WORLD WIDE) (975,000)	2.00	25	961,921	58,450	1,020,371	25	948,743	53,829	1,002,572	+1.4	+8.6	+1.8
BUTTERICK HOME CATALOG (None Claimed)	2.25	2	176,593	80,126	256,719	2	147,645	77,770	225,415	+19.6	+3.0	+13.9
BYTE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CABLECAST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CALIFORNIA CITY GROUP (Variable Rate Base)	(c)	6	364,814	60,102	424,916	6	372,784	66,177	438,961	-2.1	-9.2	-3.2
CALIFORNIA MAGAZINE (350,000)	2.00	6	343,336	10,316	353,652	6	348,009	12,527	360,536	-1.3	-17.7	-1.9
CAPE COD LIFE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CAPITAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CAPPER'S (None Claimed)	.85	13	383,436		383,436	13	382,920		382,920	+.1		+.1
*CAR AND DRIVER (900,000)	2.95	6	707,804	207,700	915,504	6	714,707	213,250	927,957	-1.0	-2.6	-1.3
*CAR CRAFT (425,000)	2.50	6	273,730	182,555	456,285	6	249,423	190,088	439,511	+9.8	-4.0	+3.8
CAREER PILOT (None Claimed)	5.00	6	19,182		19,182	6	16,070		16,070 @	+19.4		+19.4
CAROLINA COUNTRY (330,000)		6	333,309		333,309	6	350,186		350,186	-4.8		-4.8
CARS & PARTS (None Claimed)	2.50	6	73,296	29,189	102,485	6	70,059	32,948	103,007	+4.6	-11.4	-.5
CAT FANCY (None Claimed)	2.50	6	220,826	34,974	255,800	6	238,085	32,576	270,661	-7.3	+7.4	-5.5
CATHOLIC DIGEST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CATS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CD REVIEW (None Claimed)	2.95	6	88,905	27,775	116,680	6	69,344	31,000	100,344	+28.2	-10.4	+16.3

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CENTRAL FLORIDA MAGAZINE (None Claimed)	2.50	6	14,390	1,272	15,662				(a)			
CHANGES-FOR AND ABOUT ADULT CHILDREN (None Claimed)	3.75	3	19,343	4,434	23,777	3	17,665	3,469	21,134 ^	+9.5	+27.8	+12.5
*CHANGING TIMES, THE KIPLINGER'S PERSONAL FINANCE MAGAZINE (1,000,000)	2.50	6	1,147,372	32,785	1,180,157	6	1,031,720	33,312	1,065,032	+11.2	-1.6	+10.8
CHERI			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CHICAGO (200,000)	1.95	6	179,111	21,599	200,710	6	173,217	27,100	200,317	+3.4	-20.3	+.2
THE CHRONICLE OF HIGHER EDUCATION (None Claimed)	2.00	26	86,595		86,595	26	83,610		83,610	+3.6		+3.6
THE CHRONICLE OF PHILANTHROPY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE CHRONICLE OF THE HORSE (None Claimed)	1.25	26	23,276	316	23,592	26	22,642	301	22,943	+2.8	+5.0	+2.8
CIRCUS MAGAZINE (None Claimed)	2.95	6	45,100	171,956	217,056	6	44,743	262,349	307,092	+.8	-34.5	-29.3
CLEVELAND MAGAZINE (None Claimed)	1.95	6	35,695	6,105	41,800	6	32,875	7,545	40,420	+8.6	-19.1	+3.4
*COLONIAL HOMES (575,000)	3.00	3	413,081	167,633	580,714	3	397,081	204,333	601,414	+4.0	-18.0	-3.4
COLORADO HOMES & LIFESTYLES (None Claimed)	2.50	3	11,245	4,805	16,050	3	12,331	4,476	16,807	-8.8	+7.4	-4.5
COLUMBIA JOURNALISM REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COLUMBUS MONTHLY (None Claimed)	1.95	6	31,494	4,214	35,708	6	29,698	4,886	34,584	+6.1	-13.8	+3.3
COMMERCE MAGAZINE (None Claimed)	3.00	6	6,269	20	6,289	6	7,822	57	7,879	-19.9	-64.9	-20.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
COMPUTE! (225,000)	2.95	6	189,864	48,718	238,582	6	160,134	42,052	202,186	+18.6	+15.9	+18.0
COMPUTE!'S GAZETTE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COMPUTER LANGUAGE (None Claimed)	3.50	6	47,852	14,244	62,096	6	45,814	12,803	58,617	+4.5	+11.3	+5.9
*COMPUTER SHOPPER (315,000)	2.95	6	137,540	189,100	326,640	6	117,967	164,643	282,610	+16.6	+14.9	+15.6
THE CONDE NAST LTD. (4,075,000)	(c)	6	3,241,174	1,582,873	4,824,047	6	3,048,620	1,658,131	4,706,751	+6.3	-4.5	+2.5
THE CONDE NAST PACKAGE OF WOMEN (5,300,000)	(c)	(c)	2,496,175	3,652,885	6,149,060	(c)	2,276,077	4,102,069	6,378,146	+9.7	-11.0	-3.6
*CONDE NAST TRAVELER (600,000)	2.50	6	728,387	28,562	756,949	6	670,845	28,438	699,283	+8.6	+.4	+8.3
CONNECTICUT MAGAZINE (90,000)	2.50	6	80,891	7,310	88,201	6	83,326	6,710	90,036	-2.9	+8.9	-2.0
*CONNOISSEUR (320,000)	3.00	6	309,742	15,631	325,373	6	313,976	18,783	332,759	-1.4	-16.8	-2.2
CONSUMERS DIGEST (775,000)	2.50	3	799,481	59,160	858,641	3	783,401	61,258	844,659	+2.1	-3.4	+1.7
*COOKING LIGHT (800,000)	2.25	3	769,595	101,050	870,645	3	617,476	94,305	711,781	+24.6	+7.2	+22.3
*COSMOPOLITAN (2,500,000)	2.50	6	543,642	2,170,997	2,714,639	6	434,464	2,344,033	2,778,497	+25.1	-7.4	-2.3
COSMOPOLITAN EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*COUNTRY HOME (1,000,000)	2.95	3	746,793	224,333	971,126	3	686,571	285,000	971,571	+8.8	-21.3	-.1
COUNTRY JOURNAL to 05-06/90 (325,000) since 05-06/90 (275,000)	2.95	3	269,705	19,621	289,326	4	320,843	18,762	339,605	-15.9	+4.6	-14.8
*COUNTRY LIVING (1,700,000)	2.50	6	1,182,021	568,166	1,750,187	6	1,155,308	669,883	1,825,191	+2.3	-15.2	-4.1
COUNTRY LIVING (OHIO) (None Claimed)		5	214,205		214,205	6	212,124		212,124	+1.0		+1.0

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
COUNTRY MUSIC (475,000)	2.50	3	451,454	15,992	467,446	3	430,025	6,979	437,004	+5.0	+129.1	+7.0
CRAFTS (None Claimed)	2.25	6	233,912	118,499	352,411	6	248,478	126,762	375,240	-5.9	-6.5	-6.1
CRAFTS 'N THINGS (None Claimed)	2.25	4	197,621	111,504	309,125	3	221,644	89,653	311,297	-10.8	+24.4	-.7
CREATIVE CLASSROOM (None Claimed)		3	110,208		110,208	3	102,653		102,653	+7.4		+7.4
*CREATIVE IDEAS FOR LIVING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CRUISE TRAVEL (None Claimed)	2.50	3	152,041	7,211	159,252	3	151,594	6,903	158,497	+.3	+4.5	+.5
CRUISING WORLD (135,000)	2.95	6	104,966	30,060	135,026	6	103,456	30,569	134,025	+1.5	-1.7	+.8
*CYCLE (350,000)	2.25	6	267,207	66,216	333,423	6	251,421	66,958	318,379 @	+6.3	-1.1	+4.7
*CYCLE WORLD (240,000)	2.25	6	177,535	68,800	246,335	6	169,013	71,000	240,013	+5.0	-3.1	+2.6
D MAGAZINE (DALLAS/FT. WORTH) (102,000)	2.50	6	92,867	10,295	103,162	6	91,739	12,210	103,949	+1.2	-15.7	-.8
DARKROOM & CREATIVE CAMERA TECHNIQUES (None Claimed)	4.00	3	36,961	7,674	44,635	3	35,955	9,657	45,612	+2.8	-20.5	-2.1
DATA BASED ADVISOR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DECORATING REMODELING (600,000)	1.95	4	388,064	229,982	618,046	3	219,921	330,165	550,086	+76.5	-30.3	+12.4
DEER & DEER HUNTING (150,000)	2.95	2	93,404	36,171	129,575	2	70,216	33,974	104,190	+33.0	+6.5	+24.4
DELAWARE TODAY (None Claimed)	2.50	6	21,322	3,696	25,018	6	21,756	3,399	25,155	-2.0	+8.7	-.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
DELL PUZZLE MAGAZINE GROUP												
MONTHLY PUBLICATIONS		6	102,911	658,256	761,167							
BIMONTHLY PUBLICATIONS		3										
GROUP A			17,948	451,049	469,597							
GROUP B			21,234	189,988	211,222							
VARIATION PUBLICATIONS		2										
GROUP A				325,571	325,571							
GROUP B				112,313	112,313							
GROUP C				210,244	210,244							
GROUP D				105,550	105,550							
GROUP E				102,019	102,019							
GROUP F				117,798	117,798							
*DETAILS (100,000)	2.00	5	56,326	48,559	104,885	5	40,037	42,831	82,868 ^	+40.7	+13.4	+26.6
*DETROIT MONTHLY (None Claimed)	1.95	6	92,142	5,858	98,000	6	95,952	6,683	102,635	-4.0	-12.3	-4.5
DIABETES SELF-MANAGEMENT (150,000)	3.00	3	134,351		134,351	3	128,622		128,622 ^	+4.5		+4.5
DIRT BIKE (None Claimed)	2.50	6	37,293	80,788	118,081	6	39,616	80,663	120,279	-5.9	+.2	-1.8
*DIRT RIDER (150,000)	2.75	6	115,016	51,882	166,898	6	106,379	44,976	151,355	+8.1	+15.4	+10.3
DIRT WHEELS (None Claimed)	2.75	6	20,820	41,535	62,355	6	22,980	47,026	70,006	-9.4	-11.7	-10.9
*DISCOVER to 02/01/90 (1,050,000) since 02/01/90 (1,100,000)	2.95	6	909,866	185,366	1,095,232	6	845,327	181,762	1,027,089	+7.6	+2.0	+6.6
DISCOVERY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DOG FANCY (None Claimed)	2.50	6	140,314	29,218	169,532	6	144,009	25,188	169,197	-2.6	+16.0	+.2
DOG WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DR. DOBB'S JOURNAL (None Claimed)	2.95	6	66,643	18,745	85,388	6	54,417	17,732	72,149	+22.5	+5.7	+18.4

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 6/30/90			ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 6/30/89			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID		SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
DRUMS AND DRUMMING (None Claimed)	3.95	3	5,053	28,479	33,532	1		33,177	33,177 ^		-14.2	+1.1
DUCKS UNLIMITED			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DUNE BUGGIES AND HOT VW'S (None Claimed)	2.75	6	33,930	68,970	102,900	6	35,269	72,193	107,462	-3.8	-4.5	-4.3
EARLY AMERICAN LIFE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
EASYRIDERS (None Claimed)	2.95	6	108,391	213,174	321,565	6	114,404	212,418	326,822 @	-5.3	+.4	-1.6
*EBONY (1,750,000)	2.00	6	1,593,341	294,254	1,887,595	6	1,544,082	274,960	1,819,042	+3.2	+7.0	+3.8
THE ECONOMIST (NORTH AMERICAN EDITION) (161,166)	3.00	26	166,525	14,996	181,521	25	148,457	12,709	161,166	+12.2	+18.0	+12.6
EDUCATION WEEK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ELEVEN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE ELKS MAGAZINE (None Claimed)	.50	5	1,459,251		1,459,251	5	1,501,587		1,501,587	-2.8		-2.8
*ELLE (825,000)	3.00	6	395,924	430,683	826,607	6	303,873	523,083	826,956	+30.3	-17.7	
*ENDLESS VACATION (700,000)		4	743,181		743,181	3	662,835	2,983	665,818	+12.1		+11.6
ENTREPRENEUR MAGAZINE (325,000)	3.00	6	227,673	104,497	332,170	6	210,889	96,937	307,826	+8.0	+7.8	+7.9
EQUUS (None Claimed)	3.00	6	107,730	8,524	116,254	6	102,905	7,886	110,791	+4.7	+8.1	+4.9
*ESQUIRE (700,000)	2.50	6	617,122	123,534	740,656	6	622,172	123,333	745,505	-.8	+.2	-.7
*ESSENCE (850,000)	1.75	6	617,034	233,064	850,098	6	643,391	206,725	850,116	-4.1	+12.7	
EUROPE MAGAZINE (None Claimed)	2.50	5	10,983	778	11,761	5	11,467	570	12,037	-4.2	+36.5	-2.3
*EUROPEAN TRAVEL & LIFE (390,000)	2.95	5	323,919	48,727	372,646	5	279,223	44,783	324,006	+16.0	+8.8	+15.0
*FAMILY CIRCLE (5,250,000)	1.09	9	1,912,308	3,246,839	5,159,147	9	1,514,648	3,697,907	5,212,555	+26.3	-12.2	-1.0
*THE FAMILY HANDYMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID		SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*FEDERAL TIMES (None Claimed)	1.50	26	32,097	1,267	33,364	26	33,174	1,222	34,396		-3.3	+3.7	-3.0
*FIELD & STREAM (2,000,000)	1.95	6	1,920,298	85,955	2,006,253	6	1,932,515	88,109	2,020,624		-.6	-2.4	-.7
FINANCIAL WORLD (485,000)	3.00	13	496,225	4,230	500,455	13	396,147	4,076	400,223		+25.3	+3.8	+25.0
FINE HOMEBUILDING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
FINE TUNING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
FINS AND FEATHERS			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE										
FIREHOUSE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
FIRST FOR WOMEN (4,000,000)	1.25	6		2,764,667	2,764,667	3		3,684,536	3,684,536	^		-25.0	-25.0
FISHING AND HUNTING NEWS (None Claimed)	1.95	20	120,764	9,656	130,420	25	130,335	7,877	138,212		-7.3	+22.6	-5.6
FISHING FACTS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
FISHING WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
FLORIDA HOME & GARDEN (None Claimed)	3.00	6	43,598	8,392	51,990	6	47,489	8,132	55,621		-8.2	+3.2	-6.5
FLORIDA SPORTSMAN (None Claimed)	2.50	6	69,518	34,699	104,217	6	70,083	33,716	103,799		-.8	+2.9	+.4
FLOWER AND GARDEN MAGAZINE (550,000)	2.00	3	577,802	13,816	591,618	3	593,776	16,000	609,776		-2.7	-13.7	-3.0
FLY FISHERMAN (130,000)	3.50	3	100,302	29,844	130,146	3	110,260	29,027	139,287		-9.0	+2.8	-6.6
*FLYING (None Claimed)	2.95	6	256,051	65,750	321,801	6	254,109	66,483	320,592		+.8	-1.1	+.4
FLYING MODELS (None Claimed)	2.95	6	11,112	14,687	25,799	6	10,898	14,996	25,894		+2.0	-2.1	-.4
*FOOD & WINE (800,000)	2.50	6	781,983	39,407	821,390	6	783,217	40,546	823,763		-.2	-2.8	-.3
FOOTBALL DIGEST (None Claimed)	2.25	5	170,654	8,339	178,993	5	166,890	7,442	174,332		+2.3	+12.1	+2.7

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*FORBES (735,000)	3.75	13	706,018	35,616	741,634	13	706,731	33,125	739,856	-.1	+7.5	+.2
FOREIGN AFFAIRS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FORTUNE (INTERNATIONAL) (105,000)		13	105,345	11,973	117,318	13	100,081	10,775	110,856	+5.3	+11.1	+5.8
*FORTUNE (NORTH AMERICA) (650,000)	3.95	13	640,704	36,338	677,042	13	634,054	38,080	672,134	+1.1	-4.6	+.7
FORTUNE (WORLDWIDE) (755,000)		13	746,049	48,311	794,360	13	734,135	48,855	782,990	+1.6	-1.1	+1.5
FOUR WHEELER (305,000)	2.95	6	204,234	151,232	355,466	6	181,976	130,014	311,990	+12.2	+16.3	+13.9
FREQUENT FLYER MAGAZINE PART II OF THE POCKET FLIGHT GUIDES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FULL CRY (None Claimed)	1.50	6	28,666	217	28,883	6	31,525	234	31,759	-9.1	-7.3	-9.1
FUR-FISH-GAME			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
GALLERY MAGAZINE (400,000)	4.00	6	38,162	324,551	362,713	6	33,344	329,519	362,863	+14.5	-1.5	-.0
GAME & FISH MAGAZINE (None Claimed)	1.95	6	237,738	138,393	376,131	6	250,540	138,263	388,803	-5.1	+.1	-3.3
'GBH'/THE MEMBERS MAGAZINE (180,000)		6	179,267		179,267	6	175,225		175,225	+2.3		+2.3
GEOMUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*GLAMOUR (2,000,000)	2.50	6	911,676	1,299,262	2,210,938	6	816,825	1,505,117	2,321,942	+11.6	-13.7	-4.8
*GLOBE (1,500,000)	.79	26	54,861	1,260,247	1,315,108	26	53,875	1,349,069	1,402,944	+1.8	-6.6	-6.3
*GOLF DIGEST (1,350,000)	2.95	6	1,211,461	145,626	1,357,087	6	1,200,421	143,115	1,343,536	+.9	+1.8	+1.0
*GOLF ILLUSTRATED (450,000)	1.95	5	431,970	34,839	466,809	5	382,201	36,741	418,942	+13.0	-5.2	+11.4
*GOLF MAGAZINE to 02/01/90 (1,000,000) since 02/01/90 (1,050,000)	2.95	6	933,034	126,320	1,059,354	6	902,361	125,199	1,027,560	+3.4	+.9	+3.1

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GOLF WORLD MAGAZINE (None Claimed)	1.50	25	118,074		118,074	24	118,843		118,843	-.7		-.7
*GOOD HOUSEKEEPING (5,000,000)	1.95	6	3,720,004	1,385,090	5,105,094	6	3,676,674	1,438,100	5,114,774	+1.2	-3.7	-.2
*GOURMET (725,000)	2.50	6	703,836	100,910	804,746	6	690,226	94,333	784,559	+2.0	+7.0	+2.6
*GQ-GENTLEMEN'S QUARTERLY (550,000)	3.00	6	300,187	373,221	673,408	6	298,219	389,407	687,626	+.7	-4.2	-2.1
GRAND RAPIDS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
GREAT LAKES FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*GRIT (None Claimed)	.75	25	421,184	30,404	451,588	25	526,478	34,237	560,715	-20.0	-11.2	-19.5
GUIDEPOSTS (None Claimed)	.95	6	4,131,548		4,131,548	6	4,239,396		4,239,396	-2.5		-2.5
GUITAR FOR THE PRACTICING MUSICIAN (None Claimed)	3.50	6	58,491	119,060	177,551	6	52,333	110,237	162,570	+11.8	+8.0	+9.2
GUITAR PLAYER (None Claimed)	3.50	6	58,129	77,874	136,003	6	42,861	89,947	132,808 ^	+35.6	-13.4	+2.4
GUN DOG (None Claimed)	3.50	3	55,484	295	55,779	3	55,240	284	55,524	+.4	+3.9	+.5
*GUNS & AMMO (525,000)	2.95	6	453,057	179,727	632,784	6	419,688	176,299	595,987	+8.0	+1.9	+6.2
GUNS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HADASSAH MAGAZINE (None Claimed)		5	296,347		296,347	5	319,487		319,487	-7.2		-7.2
*HARPER'S BAZAAR (700,000)	2.50	6	452,071	252,965	705,036	6	386,133	323,917	710,050	+17.1	-21.9	-.7
HARPER'S BAZAAR EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*HARPER'S MAGAZINE (190,000)	2.50	6	167,074	34,680	201,754	6	152,990	33,391	186,381	+9.2	+3.9	+8.3

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 6/30/90					AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
HARROWSMITH COUNTRY LIFE (None Claimed)	2.95	3	185,768	17,013	202,781	3	194,239	15,154	209,393	-4.4	+12.3	-3.2
HARVARD BUSINESS REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HAWAII MAGAZINE (None Claimed)	2.95	3	51,695	4,753	56,448	3	46,740	5,614	52,354 ^	+10.6	-15.3	+7.8
*HEALTH to 02/01/90 (1,100,000) since 02/01/90 (800,000)	2.25	6	840,089	1,217	841,306	6	996,759	8,694	1,005,453	-15.7	-86.0	-16.3
THE HEARST GOLD BUY (Variable Rate Base)	(c)	(c)	2,960,698	882,840	3,843,538	(c)	2,816,176	1,033,315	3,849,491	+5.1	-14.6	-.2
HEARST HOME BUY (Variable Rate Base)	(c)	(c)	2,300,993	962,285	3,263,278	(c)	2,206,375	1,122,232	3,328,607	+4.3	-14.3	-2.0
HEARST MAN POWER (Variable Rate Base)	(c)	6	2,415,976	471,708	2,887,684	6	2,465,314	492,916	2,958,230	-2.0	-4.3	-2.4
HEARST WOMAN POWER (Variable Rate Base)	(c)	6	9,109,878	5,112,184	14,222,062	6	8,765,182	5,569,783	14,334,965	+3.9	-8.2	-.8
*HG-HOUSE & GARDEN (500,000)	4.00	6	536,915	83,005	619,920	6	501,059	87,973	589,032	+7.2	-5.7	+5.2
HIGH SOCIETY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HISTORIC PRESERVATION (170,000)	2.50	3	216,272	3,968	220,240	3	212,768	5,193	217,961	+1.7	-23.6	+1.1
HIT PARADER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HOMBRE DE MUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*HOME (925,000)	1.95	6	806,272	119,333	925,605	6	804,828	137,951	942,779	+.2	-13.5	-1.8
HOME & AWAY (None Claimed)	1.00	3	1,882,064		1,882,064	3	1,775,649		1,775,649	+6.0		+6.0
HOME MAGAZINE'S BEST KITCHEN & BATH IDEAS (None Claimed)	2.95	1	620	122,800	123,420							
*HOME MECHANIX (1,200,000)	1.95	6	1,159,103	45,110	1,204,213	6	1,153,329	67,821	1,221,150	+.5	-33.5	-1.4
*HOME OFFICE COMPUTING (None Claimed)	2.95	6	344,801	30,367	375,168	6	349,689	38,817	388,506	-1.4	-21.8	-3.4

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		AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*HOMEOWNER (775,000)	1.95	5	756,218	22,101	778,319	5	739,682	22,663	762,345	+2.2	-2.5	+2.1
HONOLULU (45,000)	2.00	6	69,159	2,212	71,371	6	30,191	2,579	32,770	+129.1	-14.2	+117.8
HORSE & RIDER (None Claimed)	2.25	6	80,543	19,044	99,587	6	82,064	20,139	102,203	-1.9	-5.4	-2.6
HORSE ILLUSTRATED (None Claimed)	2.25	6	92,161	21,943	114,104	6	87,729	21,312	109,041	+5.1	+3.0	+4.6
HORSEPLAY (None Claimed)	2.95	6	34,282	3,728	38,010	6	35,517	3,052	38,569	-3.5	+22.2	-1.5
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*HOT ROD (875,000)	2.95	6	643,722	260,934	904,656	6	600,588	297,204	897,792	+7.2	-12.2	+.8
HOUNDS & HUNTING (None Claimed)	1.75	6	8,796	8	8,804	6	9,192	9	9,201	-4.3	-11.1	-4.3
*HOUSE BEAUTIFUL (900,000)	1.95	6	705,891	226,486	932,377	6	653,986	248,016	902,002	+7.9	-8.7	+3.4
HOUSTON METROPOLITAN MAGAZINE (85,000)	1.95	6	80,300	5,769	86,069	6	78,822	6,431	85,253	+1.9	-10.3	+1.0
HUDSON VALLEY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
I LOVE CATS (200,000)	3.50	3	180,655		180,655	3	145,270		145,270 ^	+24.4		+24.4
IDEAS PARA SU HOGAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ILLINOIS RURAL ELECTRIC NEWS (None Claimed)		6	136,516		136,516	6	134,962		134,962	+1.2		+1.2
*INC.			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
INCIDER (None Claimed)	3.95	6	133,484	19,658	153,142	6	121,269	22,621	143,890	+10.1	-13.1	+6.4
INDIANAPOLIS MONTHLY (48,000)	2.25	6	43,084	7,156	50,240	6	36,200	7,419	43,619	+19.0	-3.5	+15.2

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		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE IN-FISHERMAN (None Claimed)	2.95	4	216,240	120,104	336,344	4	164,439	122,526	286,965 @	+31.5	-2.0	+17.2
IN HEALTH to 03-04/90 (375,000) since 03-04/90 (475,000)	3.00	3	458,883	21,338	480,221	3	345,255	14,310	359,565	+32.9	+49.1	+33.6
*INSIDE SPORTS (550,000)	2.50	6	449,203	213,540	662,743	6	385,589	189,736	575,325	+16.5	+12.6	+15.2
INSIGHT (500,000)	2.00	25	463,087		463,087				(a)			
INSTRUCTOR MAGAZINE (None Claimed)	3.00	5	278,148		278,148	5	286,193	40	286,233	-2.8		-2.8
INTERVIEW (None Claimed)	2.50	6	75,991	61,161	137,152	6	77,149	57,174	134,323	-1.5	+7.0	+2.1
IRELAND OF THE WELCOMES			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE									
ISLANDS (150,000)	3.95	3	128,640	30,341	158,981	3	120,527	25,897	146,424	+6.7	+17.2	+8.6
ISSUES IN SCIENCE AND TECHNOLOGY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*JET (850,000)	1.25	25	771,376	160,093	931,469	25	749,895	177,791	927,686	+2.9	-10.0	+.4
JUNIOR LEAGUE REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
JUNIOR SCHOLASTIC (675,000)	1.25	10	682,015		682,015	10	716,358		716,358	-4.8		-4.8
KENTUCKY LIVING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
KEYBOARD (None Claimed)	3.50	6	37,332	33,883	71,215	6	36,229	40,970	77,199 ^	+3.0	-17.3	-7.8
KID CITY MAGAZINE (250,000)		5	327,846		327,846	5	309,358		309,358	+6.0		+6.0
THE KIWANIS MAGAZINE (None Claimed)	.75	5	283,000		283,000	5	281,378		281,378	+.6		+.6
*LADIES' HOME JOURNAL (5,000,000)	1.95	6	4,113,036	909,378	5,022,414	6	4,110,612	1,007,100	5,117,712	+.1	-9.7	-1.9
LADY'S CIRCLE (60,000)	1.95	3	14,957	33,313	48,270	3	12,970	37,703	50,673	+15.3	-11.6	-4.7
LAKELAND BOATING (None Claimed)	2.50	6	37,499	4,478	41,977	6	34,858	5,850	40,708	+7.6	-23.5	+3.1

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		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
LANG COMMUNICATIONS GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*LEAR'S (385,000)	3.00	6	406,797	46,297	453,094	5	296,121	73,778	369,899	+37.4	-37.3	+22.5
LEARNING '90 (None Claimed)	3.00	5	295,580		295,580	5	296,253		296,253	-.2		-.2
*LIFE (1,700,000)	2.95	7	1,220,306	513,799	1,734,105	7	1,166,212	570,585	1,736,797	+4.6	-10.0	-.2
LOS ANGELES MAGAZINE (172,000)	2.50	6	126,622	45,501	172,123	6	122,284	49,916	172,200	+3.6	-8.8	-.0
LOUISVILLE MAGAZINE (None Claimed)	1.95	6	23,730	1,986	25,716	6	25,123	2,255	27,378	-5.5	-11.9	-6.1
LOWRIDER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*M, THE CIVILIZED MAN (160,000)	3.00	6	128,298	37,343	165,641	6	124,431	41,985	166,416	+3.1	-11.1	-.5
*MACFADDEN WOMEN'S GROUP (1,500,000)	1.69	6	816,317	654,078	1,470,395	6	1,091,261	709,677	1,800,938	-25.2	-7.8	-18.4
*MADEMOISELLE (1,100,000)	2.50	6	478,092	641,050	1,119,142	6	391,896	749,375	1,141,271	+22.0	-14.5	-1.9
THE MAGAZINE ANTIQUES (None Claimed)	5.00	6	61,338	5,679	67,017	6	57,467	5,289	62,756	+6.7	+7.4	+6.8
MANHATTAN, INC.			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MARVEL COMICS GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MATURE OUTLOOK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*MCCALL'S (5,000,000)	1.75	6	4,620,529	390,944	5,011,473	6	4,589,316	561,498	5,150,814	+.7	-30.4	-2.7
MCCALL'S NEEDLEWORK & CRAFTS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MECANICA POPULAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MEMPHIS MAGAZINE (None Claimed)	1.95	6	19,445	2,472	21,917	6	19,845	2,320	22,165	-2.0	+6.6	-1.1
MEN'S FITNESS (None Claimed)	2.95	6	56,873	138,227	195,100	6	51,364	150,825	202,189	+10.7	-8.4	-3.5

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*METROPOLITAN HOME (700,000)	3.00	6	617,069	83,946	701,015	6	622,969	89,606	712,575	-1.0	-6.3	-1.6
MICHIGAN COUNTRY LINES (153,000)		3	159,895		159,895	3	157,027		157,027	+1.8		+1.8
MICHIGAN LIVING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MID-ATLANTIC COUNTRY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*MIDWEST LIVING to 04/01/90 (570,000) since 04/01/90 (600,000)	2.95	3	536,760	69,000	605,760	3	464,472	68,333	532,805	+15.6	+1.0	+13.7
MIDWEST OUTDOORS (None Claimed)	1.25	6	19,564	21,092	40,656	6	19,245	24,569	43,814	+1.7	-14.2	-7.2
MILWAUKEE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MINNESOTA MONTHLY (73,000)	1.95	6	65,751	1,810	67,561	6	62,247	1,102	63,349	+5.6	+64.3	+6.7
MODEL RAILROADER (None Claimed)	2.95	6	134,830	71,613	206,443	6	129,825	70,699	200,524	+3.9	+1.3	+3.0
*MODERN BRIDE (None Claimed)	5.00	3	25,572	280,825	306,397	3	25,963	370,132	396,095	-1.5	-24.1	-22.7
*MODERN MATURITY (22,400,000)		3	22,443,464		22,443,464	3	20,326,933		20,326,933	+10.4		+10.4
*MONEY (1,800,000)	2.95	6	1,659,948	299,280	1,959,228	6	1,535,605	280,693	1,816,298	+8.1	+6.6	+7.9
MOTHER EARTH NEWS (700,000)	3.00	3	617,271	85,882	703,153	3	596,101	115,865	711,966	+3.6	-25.9	-1.2
MOTHER JONES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MOTOCROSS ACTION MAGAZINE (None Claimed)	2.95	6	23,532	67,202	90,734	6	23,339	63,124	86,463	+.8	+6.5	+4.9
*MOTOR BOATING & SAILING (None Claimed)	3.00	6	107,989	27,067	135,056	6	109,700	31,050	140,750	-1.6	-12.8	-4.1
*MOTOR TREND (800,000)	2.95	6	638,867	203,969	842,836	6	564,713	201,919	766,632	+13.1	+1.0	+9.9
*MOTORCYCLIST (200,000)	2.50	6	128,121	94,386	222,507	6	127,981	87,612	215,593	+.1	+7.7	+3.2
MOTORHOME (None Claimed)	2.95	6	140,548	15,403	155,951	6	133,921	13,677	147,598	+5.0	+12.6	+5.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
MOTORLAND (1,825,000)	.50	3	1,902,234		1,902,234	3	1,835,576		1,835,576	+3.6		+3.6
MOUNTAIN BIKE ACTION (None Claimed)	2.95	6	12,401	38,990	51,391	6	9,391	30,714	40,105 @	+32.1	+27.0	+28.1
MPLS. ST. PAUL MAGAZINE to 04/90 (60,000) since 04/90 (62,000)	1.95	6	46,967	16,631	63,598	6	43,698	14,543	58,241	+7.5	+14.4	+9.2
MUSCLE & FITNESS (None Claimed)	3.95	6	125,288	497,664	622,952	6	124,073	502,496	626,569	+1.0	-1.0	-.6
MUSICIAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*MUSTANG (None Claimed)	2.95	3	54,500	75,914	130,414	3	50,257	82,768	133,025	+8.4	-8.3	-2.0
THE NATION (85,000)	1.75	25	89,380	2,234	91,614	25	83,398	2,329	85,727	+7.2	-4.1	+6.9
*NATION'S BUSINESS (850,000)	2.50	6	855,624	2,445	858,069	6	854,337	2,952	857,289	+.2	-17.2	+.1
*NATIONAL ENQUIRER (4,100,000)	.85	26	398,050	3,621,137	4,019,187	26	456,098	3,765,857	4,222,755	-12.9	-3.8	-4.8
NATIONAL EXAMINER (1,000,000)	.79	26	18,629	873,867	892,496	26	19,670	1,005,817	1,025,487	-5.3	-13.1	-13.0
NATIONAL FISHERMAN (None Claimed)	2.50	7	40,449	9,569	50,018	7	40,020	10,006	50,026	+1.1	-4.4	-.0
*NATIONAL GEOGRAPHIC MAGAZINE (10,125,000)	2.65	6	10,102,385	80,526	10,182,911	6	10,761,406	67,922	10,829,328	-6.1	+18.6	-6.0
NATIONAL LAMPOON (250,000)	3.95	3	102,636	139,068	241,704	3	86,969	128,119	215,088 @	+18.0	+8.6	+12.4
THE NATIONAL LAW JOURNAL (None Claimed)	2.00	25	39,984	160	40,144	25	43,380	135	43,515 @	-7.8	+18.5	-7.8
NATIONAL REVIEW to 06/01/90 (120,000) since 06/01/90 (150,000)	1.95	12	137,448	6,563	144,011	12	128,305	6,563	134,868	+7.1		+6.8
*NATURAL HISTORY (510,000)	2.50	6	511,857	6,712	518,569	6	504,016	8,765	512,781	+1.6	-23.4	+1.1

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR SIX MONTHS ENDED 6/30/90					AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*NAVY TIMES (90,000)	2.00	26	79,871	10,429	90,300	26	81,248	9,930	91,178	-1.7	+5.0	-1.0
NEA TODAY (1,800,000)		4	1,915,891		1,915,891	5	1,757,557		1,757,557	+9.0		+9.0
*NEW CHOICES FOR THE BEST YEARS (575,000)	2.50	6	593,196	1,611	594,807	6	554,306	1,959	556,265	+7.0	-17.8	+6.9
NEW ENGLAND MONTHLY (120,000)	2.50	6	113,851	6,194	120,045	6	100,878	14,169	115,047	+12.9	-56.3	+4.3
NEW HAMPSHIRE PROFILES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NEW JERSEY LAWYER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NEW JERSEY MONTHLY (None Claimed)	2.95	6	86,029	13,615	99,644	6	79,276	14,906	94,182	+8.5	-8.7	+5.8
NEW MEXICO MAGAZINE (100,000)	2.25	6	106,009	5,013	111,022	6	102,915	5,118	108,033	+3.0	-2.1	+2.8
THE NEW REPUBLIC (97,500)	2.95	25	92,300	5,212	97,512	25	96,270	5,477	101,747	-4.1	-4.8	-4.2
*NEW WOMAN (1,260,000)	1.95	6	729,354	624,019	1,353,373	6	701,167	637,649	1,338,816	+4.0	-2.1	+1.1
*NEW YORK MAGAZINE (415,000)	2.25	26	399,514	37,898	437,412	26	389,230	37,525	426,755	+2.6	+1.0	+2.5
*THE NEW YORKER (575,000)	1.75	26	598,245	24,984	623,229	26	580,850	27,288	608,138	+3.0	-8.4	+2.5
*NEWSWEEK (3,100,000)	2.50	26	3,050,064	177,458	3,227,522	26	3,117,922	170,531	3,288,453	-2.2	+4.1	-1.9
NEWSWEEK INTERNATIONAL (ASIA EDITION) (205,000)		26	155,623	59,007	214,630	26	150,055	59,377	209,432	+3.7	-.6	+2.5
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION) (300,000)		26	231,861	96,539	328,400	26	223,517	86,776	310,293	+3.7	+11.3	+5.8
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION) (58,000)		26	44,195	17,063	61,258	26	38,183	17,288	55,471	+15.8	-1.3	+10.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
NORTH AMERICAN FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NORTH AMERICAN HUNTER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NORTH AMERICAN WHITETAIL (None Claimed)	2.50	2	61,211	64,159	125,370				(a)			
NORTH SHORE (45,000)	1.95	6	31,570	3,000	34,570	6	27,294	3,034	30,328	+15.7	-1.1	+14.0
NRTA/AARP NEWS BULLETIN (22,100,000)		6	22,105,308		22,105,308	6	20,001,538		20,001,538	+10.5		+10.5
OFF-ROAD (None Claimed)	2.50	6	29,845	57,329	87,174	6	19,115	46,725	65,840	+56.1	+22.7	+32.4
OHIO FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OHIO MAGAZINE (None Claimed)	2.00	6	99,250	3,181	102,431	6	104,776	3,322	108,098	-5.3	-4.2	-5.2
OLD HOUSE JOURNAL			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE									
*OMNI (925,000)	3.50	6	700,000	225,114	925,114	6	675,257	227,099	902,356	+3.7	-.9	+2.5
*1,001 HOME IDEAS (1,650,000)	1.95	6	1,596,204	56,813	1,653,017	6	1,516,249	43,668	1,559,917	+5.3	+30.1	+6.0
OPEN WHEEL (50,000)	3.50	6	36,142	21,550	57,692	6	28,340	22,637	50,977	+27.5	-4.8	+13.2
OPERA NEWS (120,000)	2.50	8	118,373	2,068	120,441	10	120,370	1,845	122,215	-1.7	+12.1	-1.5
ORANGE COAST MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*ORGANIC GARDENING (1,000,000)	2.50	5	1,020,688	14,326	1,035,014	6	1,039,110	14,626	1,053,736	-1.8	-2.1	-1.8
*OUTDOOR LIFE (1,500,000)	1.95	6	1,412,761	94,183	1,506,944	6	1,389,326	123,691	1,513,017	+1.7	-23.9	-.4
OUTDOOR PHOTOGRAPHER (None Claimed)	2.95	5	129,824	37,192	167,016	5	111,166	41,413	152,579	+16.8	-10.2	+9.5
*OUTSIDE (325,000)	2.50	6	255,080	70,040	325,120	6	238,484	65,074	303,558	+7.0	+7.6	+7.1

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PACIFIC NORTHWEST (None Claimed)	2.95	6	69,235	9,260	78,495	6	71,022	10,360	81,382	-2.5	-10.6	-3.6
PALM BEACH LIFE (None Claimed)	3.50	6	13,653	3,876	17,529	6	14,148	5,314	19,462	-3.5	-27.1	-9.9
PALM SPRINGS LIFE (None Claimed)	3.95	6	16,769	7,356	24,125	6	14,421	6,922	21,343	+16.3	+6.3	+13.0
*PARENTING MAGAZINE to 02/90 (500,000) since 02/90 (550,000)	1.95	5	507,632	60,583	568,215	5	386,287	41,610	427,897	+31.4	+45.6	+32.8
*PARENTS MAGAZINE (1,725,000)	1.95	6	1,603,464	148,375	1,751,839	6	1,612,675	120,781	1,733,456	-.6	+22.9	+1.1
PC NOVICE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
*PC/COMPUTING (425,000)	2.95	6	439,613	66,877	506,490	6	358,510	65,608	424,118	+22.6	+1.9	+19.4
PENN LINES (None Claimed)		6	148,062		148,062	6	145,494		145,494	+1.8		+1.8
THE PENNSYLVANIA SPORTSMAN (None Claimed)	2.50	4	54,794	8,114	62,908	4	51,735	8,041	59,776	+5.9	+.9	+5.2
*PENTHOUSE to 06/01/90 (2,250,000) since 06/01/90 (2,000,000)	4.50	6	339,666	1,361,298	1,700,964	6	251,264	1,837,181	2,088,445	+35.2	-25.9	-18.6
*PEOPLE WEEKLY (3,100,000)	1.95	25	1,485,624	1,690,542	3,176,166	25	1,545,539	1,800,996	3,346,535	-3.9	-6.1	-5.1
PERFORMANCE HORSEMAN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
PERSONAL COMPUTING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
*PETERSEN MAGAZINE NETWORK (Variable Rate Base)	(c)	6	4,038,959	1,496,414	5,535,373	6	3,835,491	1,480,107	5,315,598	+5.3	+1.1	+4.1
*PETERSEN'S 4 WHEEL & OFF-ROAD (325,000)	2.95	6	216,327	140,880	357,207	6	194,880	141,081	335,961	+11.0	-.1	+6.3
*PETERSEN'S CIRCLE TRACK (110,000)	3.25	6	79,469	38,060	117,529	6	76,104	38,763	114,867	+4.4	-1.8	+2.3
*PETERSEN'S FISHING (100,000)	2.95	4	99,647	34,869	134,516	3	40,064	52,386	92,450	+148.7	-33.4	+45.5

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		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*PETERSEN'S HANDGUNS (115,000)	2.95	6	32,159	90,343	122,502	3	21,311	115,594	136,905	+50.9	-21.8	-10.5
*PETERSEN'S HUNTING (325,000)	2.50	6	280,798	55,237	336,035	6	277,180	59,705	336,885	+1.3	-7.5	-.3
*PETERSEN'S PHOTOGRAPHIC (250,000)	2.95	6	207,205	49,466	256,671	6	207,944	42,210	250,154	-.4	+17.2	+2.6
PETERSEN'S PRO BASEBALL (1990 EDITION) (None Claimed)	3.95	1		138,799	138,799	1		125,724	125,724 @		+10.4	+10.4
PHILADELPHIA MAGAZINE (140,000)	2.50	6	118,473	26,080	144,553	6	115,605	29,898	145,503	+2.5	-12.8	-.7
PHOENIX HOME & GARDEN (None Claimed)	2.50	6	32,932	4,430	37,362	6	33,530	4,950	38,480	-1.8	-10.5	-2.9
PILLSBURY CLASSIC COOKBOOKS (400,000)	2.50	6	43,555	395,411	438,966	6	43,920	358,278	402,198	-.8	+10.4	+9.1
PITTSBURGH MAGAZINE (65,000)	2.50	6	59,639	5,539	65,178	6	57,205	6,775	63,960	+4.3	-18.2	+1.9
PLANE & PILOT (None Claimed)	2.95	6	81,438	22,232	103,670	6	68,948	23,548	92,496	+18.1	-5.6	+12.1
*PLAYBOY (3,400,000)	4.00	6	2,603,895	832,576	3,436,471	6	2,568,614	1,089,290	3,657,904	+1.4	-23.6	-6.1
POPULAR ELECTRONICS (None Claimed)	2.50	6	46,087	39,596	85,683	6	41,033	38,271	79,304	+12.3	+3.5	+8.0
POPULAR HOT RODDING (None Claimed)	2.50	6	78,471	143,244	221,715	6	88,566	149,246	237,812	-11.4	-4.0	-6.8
*POPULAR MECHANICS (1,600,000)	1.95	6	1,360,710	272,500	1,633,210	6	1,401,901	286,883	1,688,784	-2.9	-5.0	-3.3
*POPULAR PHOTOGRAPHY (950,000)	2.50	6	924,576	77,150	1,001,726	6	656,262	69,217	725,479	+40.9	+11.5	+38.1
*POPULAR SCIENCE (1,800,000)	2.00	6	1,603,638	216,833	1,820,471	6	1,610,570	215,586	1,826,156	-.4	+.6	-.3
*PRACTICAL HOMEOWNER (750,000)	2.00	4	733,363	17,406	750,769	4	716,463	22,569	739,032	+2.4	-22.9	+1.6

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PRACTICAL HORSEMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*PREMIERE (425,000)	2.50	6	292,128	154,779	446,907	6	231,602	151,914	383,516	+26.1	+1.9	+16.5
*PREVENTION (3,000,000)	1.95	6	2,694,772	330,974	3,025,746	6	2,793,673	368,115	3,161,788	-3.5	-10.1	-4.3
PRIVATE CLUBS (150,000)	3.00	3	168,743		168,743	3	147,472		147,472	+14.4		+14.4
PRIVATE PILOT (None Claimed)	2.95	6	71,686	25,560	97,246	6	71,141	25,007	96,148	+.8	+2.2	+1.1
PSYCHOLOGY TODAY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE (None Claimed)	4.00	6	55,803	537	56,340	6	54,958	469	55,427	+1.5	+14.5	+1.7
THE QUARTER HORSE JOURNAL (None Claimed)	2.50	6	65,269	2,940	68,209	6	63,036	2,525	65,561	+3.5	+16.4	+4.0
THE QUARTER RACING JOURNAL (None Claimed)	2.50	6	11,477	222	11,699	6	8,897	116	9,013 ^	+29.0	+91.4	+29.8
RADIO-ELECTRONICS (None Claimed)	2.50	6	132,476	60,097	192,573	6	144,557	66,222	210,779	-8.4	-9.3	-8.6
RAILROAD MODEL CRAFTSMAN (None Claimed)	2.95	6	32,513	42,623	75,136	6	30,839	45,451	76,290	+5.4	-6.2	-1.5
*READER'S DIGEST (16,250,000)	1.89	6	15,488,919	908,000	16,396,919	6	15,505,421	928,833	16,434,254	-.1	-2.2	-.2
*REDBOOK (3,800,000)	1.95	6	3,212,140	734,966	3,947,106	6	3,112,603	793,850	3,906,453	+3.2	-7.4	+1.0
RHODE ISLAND MONTHLY to 04/01/90 (20,000) since 04/01/90 (24,000)	1.95	6	26,167	3,371	29,538	6	19,818	3,323	23,141	+32.0	+1.4	+27.6
RIDER (None Claimed)	1.95	6	90,898	10,700	101,598	6	107,596	13,535	121,131	-15.5	-21.0	-16.1
RIGHT ON! GROUP			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE									
RIP (None Claimed)	2.95	6	12,282	87,989	100,271				(a)			

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*ROAD & TRACK (700,000)	2.95	6	512,732	189,816	702,548	6	489,205	211,450	700,655	+4.8	-10.2	+.3
THE ROBB REPORT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*ROLLING STONE (1,175,000)	2.50	13	920,701	258,373	1,179,074	13	931,678	263,237	1,194,915	-1.2	-1.9	-1.3
THE ROTARIAN (490,000)	1.00	6	530,183		530,183	6	524,247		524,247	+1.1		+1.1
*RUNNER'S WORLD (425,000)	2.95	6	368,905	69,364	438,269	6	362,253	72,389	434,642	+1.8	-4.2	+.8
RURAL ARKANSAS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
RURAL LIVING (230,000)		6	250,591		250,591	6	244,398		244,398	+2.5		+2.5
SACRAMENTO MAGAZINE (None Claimed)	2.95	6	28,101	2,567	30,668	6	22,776	3,435	26,213	+23.4	-25.3	+17.0
SAIL (None Claimed)	2.50	6	118,806	44,196	163,002	6	116,415	50,282	166,697	+2.1	-12.1	-2.2
SAILING WORLD (57,000)	2.50	6	46,125	10,902	57,027	6	43,276	10,781	54,057	+6.6	+1.1	+5.5
SALT WATER SPORTSMAN (140,000)	2.95	6	115,839	25,816	141,655	6	111,523	25,518	137,041	+3.9	+1.2	+3.4
SAN DIEGO HOME/GARDEN MAGAZINE (None Claimed)	1.95	6	33,174	4,397	37,571	6	29,227	4,871	34,098	+13.5	-9.7	+10.2
SAN DIEGO MAGAZINE (64,000)	2.00	6	57,799	10,489	68,288	6	56,800	11,709	68,509	+1.8	-10.4	-.3
SAN FRANCISCO FOCUS (175,000)	2.50	6	180,393	4,112	184,505	6	193,700	4,552	198,252	-6.9	-9.7	-6.9
*SASSY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SATELLITE ORBIT (300,000)	4.95	6	175,233	153,665	328,898	6	197,967	144,368	342,335	-11.5	+6.4	-3.9
THE SATURDAY EVENING POST (570,000)	2.25	4	520,721	49,615	570,336	4	502,072	68,857	570,929	+3.7	-27.9	-.1
*SAVVY WOMAN (450,000)	2.95	6	447,555	4,378	451,933	6	397,952	9,403	407,355	+12.5	-53.4	+10.9

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(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SCHOLASTIC HIGH SCHOOL NETWORK (2,300,000)	1.25	(c)	2,027,217		2,027,217	14	2,145,845		2,145,845	-5.5		-5.5
SCHOLASTIC MAGAZINES (2,975,000)	1.25	(c)	2,709,232		2,709,232	14	2,862,203		2,862,203	-5.3		-5.3
SCIENCE (150,000)	3.50	26	153,454		153,454	1	155,598		155,598	-1.4		-1.4
SCIENCE NEWS (185,000)	1.00	26	237,304		237,304	25	222,397		222,397	+6.7		+6.7
THE SCIENCES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*SCIENTIFIC AMERICAN (600,000)	2.95	6	500,801	138,220	639,021	6	501,422	136,794	638,216	-.1	+1.0	+.1
*SCOUTING (900,000)	.60	3	975,927		975,927	3	957,675		957,675	+1.9		+1.9
SEATTLE WEEKLY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*SELF (1,100,000)	1.95	6	588,108	585,574	1,173,682	6	573,487	599,953	1,173,440	+2.6	-2.4	+.0
SESAME STREET MAGAZINE (1,200,000)		5	1,271,403		1,271,403	5	1,215,811		1,215,811	+4.6		+4.6
*SEVENTEEN (1,750,000)	1.95	6	1,319,588	434,606	1,754,194	6	1,319,169	397,559	1,716,728 @	+.0	+9.3	+2.2
SEW NEWS (None Claimed)	2.50	6	184,027	33,544	217,571	6	186,927	38,101	225,028	-1.6	-12.0	-3.3
*SHAPE MAGAZINE (None Claimed)	2.00	6	193,071	533,288	726,359	6	242,371	552,304	794,675	-20.3	-3.4	-8.6
SHOOTING TIMES (None Claimed)	2.95	6	92,287	94,689	186,976	6	96,300	107,371	203,671	-4.2	-11.8	-8.2
SHUTTERBUG (None Claimed)	2.95	6	49,276	30,294	79,570	6	45,519	28,278	73,797	+8.3	+7.1	+7.8
*SIERRA (415,000)	2.50	3	433,557	8,433	441,990	3	390,856	8,180	399,036	+10.9	+3.1	+10.8
16 MAGAZINE (None Claimed)	2.25	6	9,973	216,680	226,653	6	9,574	127,973	137,547	+4.2	+69.3	+64.8
*SKI MAGAZINE (Variable Rate Base)	1.95	4	371,395	69,777	441,172	4	376,272	70,914	447,186	-1.3	-1.6	-1.3
*SKIING MAGAZINE (440,000)	1.95	3	361,709	78,767	440,476	3	358,453	82,125	440,578	+.9	-4.1	-.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*SKIN DIVER MAGAZINE (200,000)	2.95	6	178,560	43,216	221,776	6	173,411	41,465	214,876	+3.0	+4.2	+3.2
*SMITHSONIAN (2,100,000)	2.50	6	2,280,350	15,635	2,295,985	6	2,312,109	12,003	2,324,112	-1.4	+30.3	-1.2
SNOW WEEK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*SOAP OPERA DIGEST (1,200,000)	1.95	13	357,384	1,031,546	1,388,930	13	311,510	894,499	1,206,009	+14.7	+15.3	+15.2
SOPHISTICATE'S HAIRSTYLE GUIDE (80,000)	2.95	3		116,349	116,349	3		98,748	98,748		+17.8	+17.8
SOUTH FLORIDA (None Claimed)	3.00	6	34,075	3,770	37,845	6	23,788	4,240	28,028	+43.2	-11.1	+35.0
*SOUTHERN ACCENTS (250,000)	4.00	5	205,891	49,400	255,291	3	213,202	51,803	265,005	-3.4	-4.6	-3.7
SOUTHERN HOMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*SOUTHERN LIVING (2,275,000)	2.50	6	2,127,420	167,821	2,295,241	6	2,101,540	196,559	2,298,099	+1.2	-14.6	-.1
SOUTHPOINT MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SOUTHERN OUTDOORS (None Claimed)	2.50	5	237,682	14,037	251,719	5	220,934	17,956	238,890	+7.6	-21.8	+5.4
SOUTHERN SALTWATER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SOUTHWEST ART (None Claimed)	4.50	6	52,922	17,491	70,413	6	50,022	13,775	63,797	+5.8	+27.0	+10.4
SPANAMERICA MAGAZINE NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPANAMERICA MEN'S GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPANAMERICA WOMEN'S GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPECTRUM MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPIN			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE									
*SPORT (850,000)	2.50	6	788,820	152,251	941,071	6	837,200	158,785	995,985	-5.8	-4.1	-5.5
SPORT FISHING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*THE SPORTING NEWS (725,000)	2.25	26	687,534	40,064	727,598	26	687,694	41,419	729,113	-.0	-3.3	-.2
*SPORTS AFIELD (500,000)	1.95	6	438,144	75,674	513,818	6	441,241	82,700	523,941	-.7	-8.5	-1.9
SPORTS CAR INTERNATIONAL (None Claimed)	3.00	6	14,547	48,283	62,830				(a)			
*SPORTS ILLUSTRATED (3,150,000)	2.75	26	3,339,364	168,263	3,507,627	27	3,576,909	194,460	3,771,369	-6.6	-13.5	-7.0
SPY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ST. LOUIS MAGAZINE, INC. (None Claimed)	1.95	6	27,376	7,170	34,546	6	22,818	6,729	29,547	+20.0	+6.6	+16.9
*STAR (3,500,000)	.79	26	478,273	3,137,419	3,615,692	26	377,498	3,184,869	3,562,367	+26.7	-1.5	+1.5
STAR COMICS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*STEREO REVIEW (600,000)	2.50	6	554,301	55,584	609,885	6	448,161	58,683	506,844	+23.7	-5.3	+20.3
STOCK CAR RACING (105,000)	2.95	6	70,126	42,550	112,676	6	60,245	44,833	105,078	+16.4	-5.1	+7.2
STREET & SMITH'S COLLEGE BASKETBALL (None Claimed)	3.50	1		279,351	279,351	1		258,765	258,765		+8.0	+8.0
STREET & SMITH'S COLLEGE FOOTBALL (None Claimed)	3.50	1		273,559	273,559	1		250,941	250,941		+9.0	+9.0
STREET & SMITH'S PRO BASKETBALL (None Claimed)	3.50	1		241,810	241,810	1		239,342	239,342		+1.0	+1.0
STREET & SMITH'S PRO FOOTBALL (None Claimed)	3.50	1		311,484	311,484	1		287,318	287,318		+8.4	+8.4
STREET & SMITH'S SPORTS GROUP (None Claimed)	3.50	1		1,406,402	1,406,402	1		1,320,727	1,320,727		+6.5	+6.5
STREET RODDER (None Claimed)	2.95	6	42,093	70,324	112,417	6	38,736	71,985	110,721 ^	+8.7	-2.3	+1.5
*SUCCESS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SUN (None Claimed)	.79	26	4,101	426,634	430,735	26	4,068	442,889	446,957	+.8	-3.7	-3.6
*SUNSET, THE MAGAZINE OF WESTERN LIVING (1,300,000)	1.95	6	1,311,389	90,533	1,401,922	6	1,316,504	82,170	1,398,674	-.4	+10.2	+.2
SUPER CHEVY (None Claimed)	2.75	6	92,783	78,265	171,048	6	88,341	72,140	160,481	+5.0	+8.5	+6.6
SUPER STOCK AND DRAG ILLUSTRATED (50,000)	2.95	6	20,169	28,754	48,923	6	17,698	31,131	48,829	+14.0	-7.6	+.2
SUPER TEEN (None Claimed)	2.25	6		264,343	264,343	6		123,555	123,555		+114.0	+114.0
THE SUPERMAN GROUP (2,300,000)	(c)	6	22,365	2,432,907	2,455,272	6		2,136,280	2,136,280		+13.9	+14.9
TEACHING K-8		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
TEACHING AND COMPUTERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
*TEEN (1,100,000)	1.95	6	833,408	330,114	1,163,522	6	744,260	290,496	1,034,756	+12.0	+13.6	+12.4
TEEN BEAT (200,000)	2.25	6	50,021	242,471	292,492	6	58,790	133,680	192,470	-14.9	+81.4	+52.0
TEEN MACHINE (None Claimed)	2.25	5		145,684	145,684	4		78,635	78,635		+85.3	+85.3
THE TENNESSEE MAGAZINE (None Claimed)		6	321,921		321,921	6	314,996		314,996	+2.2		+2.2
*TENNIS to 02/90 (600,000) since 02/90 (750,000)	1.95	6	698,275	51,508	749,783	6	486,226	50,032	536,258	+43.6	+3.0	+39.8
TEXAS FISH & GAME		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
TEXAS FISHERMAN (None Claimed)	1.95	6	62,493	9,792	72,285	6	64,268	10,925	75,193	-2.8	-10.4	-3.9
TEXAS MONTHLY (300,000)	2.50	6	271,785	33,619	305,404	6	259,972	40,853	300,825	+4.5	-17.7	+1.5
3-2-1 CONTACT (400,000)		5	441,535		441,535	5	442,026		442,026	-.1		-.1

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		AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*TIME-THE WEEKLY NEWSMAGAZINE (4,000,000)	2.50	26	4,061,606	196,998	4,258,604	26	4,172,148	221,089	4,393,237	-2.7	-10.9	-3.1
TIME ASIA (270,000)		24	244,372	44,520	288,892	26	234,769	42,260	277,029	+4.1	+5.4	+4.3
TIME ATLANTIC (510,000)		26	432,943	96,720	529,663	26	423,164	90,380	513,544	+2.3	+7.0	+3.1
TIME LATIN AMERICA (90,000)		26	72,980	19,532	92,512	26	67,740	20,869	88,609	+7.7	-6.4	+4.4
TOURS & RESORTS (None Claimed)	2.50	3	187,618	2,786	190,404	3	195,543	4,525	200,068	-4.1	-38.4	-4.8
*TOWN & COUNTRY (420,000)	3.00	6	354,802	69,524	424,326	6	333,128	83,883	417,011	+6.5	-17.1	+1.8
TRADE-A-PLANE (None Claimed)	3.00	18	60,799	3,102	63,901	18	60,340	3,000	63,340 ^	+.8	+3.4	+.9
TRAILER BOATS (75,000)	2.95	6	59,234	22,301	81,535	6	55,548	22,071	77,619	+6.6	+1.0	+5.1
TRAILER LIFE (None Claimed)	2.95	6	285,831	18,625	304,456	6	312,628	19,900	332,528	-8.6	-6.4	-8.4
TRAINS (None Claimed)	2.75	6	70,903	24,225	95,128	6	70,707	24,480	95,187	+.3	-1.0	-.1
TRANSWORLD SKATEBOARDING (None Claimed)	3.50	6	16,202	83,881	100,083	3	30,076	134,218	164,294	-46.1	-37.5	-39.1
*TRAVEL & LEISURE (1,100,000)	3.00	6	1,102,363	15,338	1,117,701	6	1,095,128	16,136	1,111,264	+.7	-5.0	+.6
TRAVEL-HOLIDAY (550,000)	2.50	6	546,337	7,650	553,987	6	763,521	5,404	768,925	-28.5	+41.6	-28.0
*TRAVELER to 03/90 (775,000) since 03/90 (700,000)	3.50	3	720,346	5,577	725,923	3	759,230	115	759,345	-5.1	+4750.0	-4.4
TRUCKIN' (None Claimed)	2.95	6	28,381	181,299	209,680	6	25,306	126,939	152,245	+12.2	+42.8	+37.7
*TRUE STORY (1,000,000)	1.69	6	761,339	213,176	974,515	6	1,020,162	220,090	1,240,252	-25.4	-3.1	-21.4
TU INTERNACIONAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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			AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89			% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TURTLE MAGAZINE FOR PRESCHOOL KIDS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TV CROSSWORDS (None Claimed)	1.39	8	102,112	204,388	306,500	8	140,458	219,888	360,346	-27.3	-7.1	-14.9
*TV GUIDE (15,800,000)	.75	26	8,861,412	6,975,652	15,837,064	25	9,007,037	7,323,014	16,330,051	-1.6	-4.7	-3.0
TV PICTURE LIFE/METAL EDGE (None Claimed)	2.25	6		180,746	180,746	6		194,449	194,449		-7.1	-7.1
T.V. Y NOVELAS - USA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*U.S. NEWS & WORLD REPORT (2,150,000)	1.95	25	2,251,807	67,784	2,319,591	25	2,243,026	60,302	2,303,328	+.4	+12.4	+.7
UNIQUE HOMES (None Claimed)	6.95	3	34,310	35,337	69,647	3	36,547	37,172	73,719	-6.1	-4.9	-5.5
*US (1,325,000)	1.75	12	941,887	384,983	1,326,870	12	951,927	390,202	1,342,129	-1.1	-1.3	-1.1
UTNE READER (175,000)	4.00	3	186,081	17,611	203,692	3	127,777	23,023	150,800	+45.6	-23.5	+35.1
VANIDADES CONTINENTAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*VANITY FAIR (600,000)	2.50	6	501,822	247,244	749,066	6	433,413	250,680	684,093	+15.8	-1.4	+9.5
VANTAGE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
VELONEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
VFW AUXILIARY MAGAZINE (None Claimed)		3	718,954		718,954	3	715,767		715,767	+.5		+.5
V.F.W. MAGAZINE (None Claimed)	1.50	6	1,861,182		1,861,182	6	1,827,861		1,827,861	+1.8		+1.8
*VICTORIA (750,000)	2.50	6	574,804	216,050	790,854	3	523,353	287,000	810,353	+9.8	-24.7	-2.4
VIDEO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*VIDEO REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
VISION-THE INTER-AMERICAN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR SIX MONTHS ENDED 6/30/90					AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
VISTA USA (900,000)	.75	2	792,256		792,256	2	871,008		871,008	-9.0		-9.0
*VOGUE (1,100,000)	3.00	6	470,027	749,931	1,219,958	6	454,858	807,300	1,262,158	+3.3	-7.1	-3.3
VOGUE PATTERNS (None Claimed)	2.95	3	153,320	68,535	221,855	3	161,437	73,134	234,571	-5.0	-6.3	-5.4
VW & PORSCHE (None Claimed)	2.75	3	24,122	51,626	75,748	3	27,659	50,198	77,857 @	-12.8	+2.8	-2.7
*"W" (250,000)	2.95	13	241,717	16,586	258,303	13	226,622	25,005	251,627	+6.7	-33.7	+2.7
THE WALKING MAGAZINE (430,000)	2.95	2	391,918	32,028	423,946	3	334,155	43,908	378,063	+17.3	-27.1	+12.1
WASHINGTON MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE WASHINGTON POST NATIONAL WEEKLY EDITION			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE WASHINGTONIAN (110,000)	1.95	6	109,401	56,991	166,392	6	105,685	61,206	166,891	+3.5	-6.9	-.3
WATERSKI			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WEEKLY WORLD NEWS (None Claimed)	.75	26	29,738	754,850	784,588	26	38,682	889,127	927,809	-23.1	-15.1	-15.4
*WEIGHT WATCHERS MAGAZINE (1,000,000)	1.95	6	876,843	125,492	1,002,335	6	895,278	142,006	1,037,284	-2.1	-11.6	-3.4
WESTERN HORSEMAN (None Claimed)	2.25	6	118,539	73,749	192,288	6	112,991	67,436	180,427	+4.9	+9.4	+6.6
WESTERN OUTDOORS (None Claimed)	2.00	5	113,118	7,565	120,683	5	114,663	9,319	123,982	-1.4	-18.8	-2.7
WESTWAYS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WILDBIRD (None Claimed)	2.50	6	46,257	3,485	49,742	6	50,423	4,556	54,979 ^	-8.3	-23.5	-9.5
WILDFOWL (None Claimed)	3.50	3	30,652	163	30,815	3	28,806	149	28,955	+6.4	+9.4	+6.4
THE WINE SPECTATOR to 05/90 (60,000) since 05/90 (75,000)	2.00	11	80,244	16,839	97,083	11	64,255	14,486	78,741	+24.9	+16.2	+23.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
WING & SHOT (None Claimed)	3.50	3	17,425	195	17,620	3	15,146	174	15,320	+15.1	+12.1	+15.0
*WOMAN (550,000)	1.95	6	159,725	422,345	582,070	5	24,825	491,208	516,033	+543.4	-14.0	+12.8
*WOMAN'S DAY (4,600,000)	1.09	8	554,333	4,058,500	4,612,833	8	118,221	4,283,525	4,401,746	+368.9	-5.3	+4.8
WOMAN'S WORLD (1,500,000)	1.00	26		1,542,582	1,542,582	26		1,529,503	1,529,503		+.9	+.9
WOMEN'S SPORTS & FITNESS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WOODENBOAT (None Claimed)	3.95	3	61,514	44,883	106,397	3	58,160	42,350	100,510	+5.8	+6.0	+5.9
THE WORKBASKET (1,200,000)	1.50	5	1,232,506	9,980	1,242,486	5	1,290,635	15,640	1,306,275	-4.5	-36.2	-4.9
WORKBENCH (800,000)	2.00	3	856,290	25,780	882,070	3	838,369	36,833	875,202	+2.1	-30.0	+.8
*WORKING MOTHER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*WORKING WOMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WORLD PRESS REVIEW (66,000)	2.95	6	72,765	3,251	76,016	6	61,503	2,231	63,734	+18.3	+45.7	+19.3
*WORLD TENNIS (500,000)	1.95	6	482,794	29,091	511,885	6	476,166	26,525	502,691	+1.4	+9.7	+1.8
WOW! (None Claimed)	2.25	6	7,683	189,603	197,286	4		92,959	92,959		+104.0	+112.2
WRITER'S DIGEST (None Claimed)	2.50	6	195,386	30,062	225,448	6	213,180	26,027	239,207	-8.4	+15.5	-5.8
WWF MAGAZINE (300,000)	2.50	6	104,638	284,440	389,078	6	83,241	222,723	305,964	+25.7	+27.7	+27.2
*YACHTING (None Claimed)	3.00	6	100,155	31,448	131,603	6	98,647	34,233	132,880	+1.5	-8.1	-1.0
*YANKEE (1,000,000)	1.95	6	962,116	45,222	1,007,338	6	952,322	48,640	1,000,962	+1.0	-7.0	+.6
YM to 02/90 (925,000) since 02/90 (975,000)	2.00	5	801,233	198,900	1,000,133	5	749,946	150,405	900,351	+6.8	+32.2	+11.1

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
ZOOMIN' (None Claimed)	3.00	2	11,814		11,814	2	12,325	12	12,337	-4.2		-4.2
CANADA												
ACTIF (None Claimed)	3.95	6	10,378	583	10,961	6	5,471	354	5,825 ^	+89.7	+64.7	+88.2
ALBERTA/WESTERN REPORT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ATLANTIC INSIGHT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BC OUTDOORS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CANADIAN BUSINESS (None Claimed)	3.00	6	79,354	7,235	86,589	6	79,257	7,674	86,931	+.1	-5.7	-.4
CANADIAN GEOGRAPHIC (None Claimed)	3.95	3	238,764	12,562	251,326	3	206,635	11,353	217,988	+15.6	+10.7	+15.3
CANADIAN HOUSE AND HOME (100,000)	3.25	4	92,328	15,082	107,410	3	86,925	14,845	101,770 ^	+6.2	+1.6	+5.5
CANADIAN LIVING (None Claimed)	2.25	6	373,313	194,355	567,668	6	343,909	198,626	542,535	+8.6	-2.2	+4.6
CANADIAN WORKSHOP (None Claimed)	2.75	6	122,044	3,401	125,445	6	112,488	4,090	116,578	+8.5	-16.9	+7.6
CANADIAN YACHTING (None Claimed)	2.75	4	16,269	2,068	18,337	6	17,796	2,236	20,032	-8.6	-7.5	-8.5
CHATELAINE (None Claimed)	2.00	6	887,204	60,901	948,105	6	928,445	60,358	988,803	-4.4	+.9	-4.1
CHATELAINE (FRENCH LANGUAGE EDITION) (None Claimed)	2.25	6	209,221	16,248	225,469	6	230,839	17,386	248,225	-9.4	-6.6	-9.2
CITY & COUNTRY HOME (None Claimed)	3.50	5	75,734	4,290	80,024	5	77,540	4,484	82,024	-2.3	-4.3	-2.4
CLIN D'OEIL (None Claimed)	2.95	6	22,883	42,627	65,510	6	15,874	49,469	65,343	+44.2	-13.8	+.3
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION) (None Claimed)	(c)	6	1,096,425	77,149	1,173,574	6	1,159,284	77,744	1,237,028	-5.4	-.8	-5.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
COUP DE POUCE (None Claimed)	2.50	6	78,679	68,093	146,772	6	69,092	70,083	139,175	+13.9	-2.8	+5.5
COUP DE POUCE EXTRA (None Claimed)	3.50	2		30,330	30,330	2		34,896	34,896		-13.1	-13.1
CRAFTS PLUS (None Claimed)	2.50	4	93,286	3,374	96,660	4	105,084	3,209	108,293	-11.2	+5.1	-10.7
CROC (None Claimed)	2.95	6	11,888	50,527	62,415	6	14,810	61,328	76,138	-19.7	-17.6	-18.0
DECORATION CHEZ-SOI (None Claimed)	2.95	5	30,724	32,594	63,318	5	24,026	38,142	62,168	+27.9	-14.6	+1.9
EASTERN WOODS & WATERS (None Claimed)	2.95	4	14,470	2,602	17,072	3	11,916	2,906	14,822 @	+21.4	-10.5	+15.2
ELLE QUEBEC (None Claimed)	2.95	6	12,522	34,394	46,916				(a)			
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY (None Claimed)	3.95	3	164,691	10,869	175,560	3	148,925	11,253	160,178	+10.6	-3.4	+9.6
FEMME PLUS (None Claimed)	2.50	6	31,888	48,388	80,276	6	30,938	54,942	85,880	+3.1	-11.9	-6.5
FILLES D'AUJOURD'HUI (None Claimed)	2.50	6	26,481	36,280	62,761	6	17,032	28,363	45,395	+55.5	+27.9	+38.3
FINANCIAL TIMES OF CANADA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
FLARE (None Claimed)	2.50	6	187,302	18,118	205,420	6	184,688	22,454	207,142	+1.4	-19.3	-.8
GEORGIAN BAY TODAY (None Claimed)	1.00	2	503	3,626	4,129				(a)			
GUIDE RESSOURCES (None Claimed)	3.25	3	13,525	13,110	26,635	3	10,711	8,338	19,049	+26.3	+57.2	+39.8
HARROWSMITH MAGAZINE (None Claimed)	3.50	3	140,726	17,958	158,684	3	134,247	18,011	152,258	+4.8	-.3	+4.2
THE HOCKEY NEWS (None Claimed)	2.25	22	84,434	22,116	106,550	22	84,480	25,667	110,147	-.1	-13.8	-3.3

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* DATA BANK PARTICIPANT
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@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
		ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
INSIDE HOCKEY (None Claimed)	3.50	4	26,600	22,467	49,067	4	16,570	20,824	37,394	+60.5	+7.9	+31.2
L'ACTUALITE (240,000)	2.50	10	225,468	18,584	244,052	6	233,102	20,782	253,884	-3.3	-10.6	-3.9
L'ESSENTIEL (None Claimed)	2.50	6	42,846	69,817	112,663	6	22,230	95,550	117,780	+92.7	-26.9	-4.3
LE BEL AGE (None Claimed)	2.50	5	41,815	11,911	53,726	5	32,988	12,116	45,104 ^	+26.8	-1.7	+19.1
LE LUNDI (None Claimed)	2.00	26	33,075	75,069	108,144	26	32,055	75,272	107,327	+3.2	-.3	+.8
LES IDEES DE MA MAISON (None Claimed)	2.95	5	39,923	31,932	71,855	6	32,182	32,927	65,109	+24.1	-3.0	+10.4
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE (600,000)	2.25	26	588,212	12,782	600,994	26	589,646	14,165	603,811	-.2	-9.8	-.5
THE NEWFOUNDLAND HERALD (None Claimed)	1.00	26	1,157	42,767	43,924	25	1,497	42,923	44,420	-22.7	-.4	-1.1
ONTARIO OUT OF DOORS (None Claimed)	2.75	5	50,668	6,032	56,700	5	45,952	7,941	53,893 ●	+10.3	-24.0	+5.2
ORAH (None Claimed)		2	13,257		13,257	2	13,505		13,505	-1.8		-1.8
OUTDOOR CANADA (None Claimed)	2.95	5	124,595	8,750	133,345	5	126,189	8,790	134,979	-1.3	-.5	-1.2
PACIFIC YACHTING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
PHOTO LIFE (None Claimed)	2.75	5	55,274	2,907	58,181	5	60,968	3,096	64,064	-9.3	-6.1	-9.2
PLANS DE MAISONS DU QUEBEC (None Claimed)	3.95	2	6,490	25,633	32,123	2	7,200	26,570	33,770	-9.9	-3.5	-4.9
QUEBEC SCIENCE (None Claimed)	3.25	6	12,183	3,625	15,808	6	14,519	3,480	17,999	-16.1	+4.2	-12.2
QUEBEC YACHTING VOILE & MOTEUR (None Claimed)	2.95	5	5,609	2,214	7,823	5	5,653	2,265	7,918	-.8	-2.3	-1.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE READER'S DIGEST CANADIAN ENGLISH EDITION (None Claimed)	2.49	6	1,267,861	75,382	1,343,243	6	1,287,215	74,202	1,361,417	-1.5	+1.6	-1.3
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS (None Claimed)	2.49	6	1,583,576	98,194	1,681,770	6	1,612,411	96,989	1,709,400	-1.8	+1.2	-1.6
RENOVATION BRICOLAGE (None Claimed)	2.95	5	31,153	11,832	42,985	6	25,187	11,829	37,016	+23.7	+.0	+16.1
SAFARIR (None Claimed)	2.95	5	2,884	41,414	44,298				(a)			
SANTE (None Claimed)	2.95	5	14,171	15,873	30,044	5	15,355	16,960	32,315	-7.7	-6.4	-7.0
SATURDAY NIGHT (None Claimed)	2.95	5	101,447	7,792	109,239	6	103,889	6,264	110,153	-2.4	+24.4	-.8
SELECT HOMES & FOOD (None Claimed)	2.95	4	141,076	8,883	149,959	4	117,203	6,110	123,313	+20.4	+45.4	+21.6
SELECTION DU READER'S DIGEST (None Claimed)	2.49	6	315,715	22,812	338,527	6	325,196	22,787	347,983	-2.9	+.1	-2.7
SENTIER CHASSE-PECHE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SKI CANADA (None Claimed)	2.50	4	40,059	5,625	45,684	3	39,130	5,216	44,346 @	+2.4	+7.8	+3.0
TIME-THE WEEKLY NEWSMAGAZINE- IN CANADA (350,000)	2.50	26	328,472	23,028	351,500	26	329,011	24,169	353,180	-.2	-4.7	-.5
TORONTO LIFE (None Claimed)	2.50	6	83,778	12,240	96,018	10	82,144	14,032	96,176	+2.0	-12.8	-.2
TORONTO LIFE FASHION (None Claimed)	2.25	4	114,443	7,800	122,243	4	125,406	11,915	137,321	-8.7	-34.5	-11.0
TRAVEL A LA CARTE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

		AVERAGES FOR SIX MONTHS ENDED 6/30/90				AVERAGES FOR SIX MONTHS ENDED 6/30/89				% OF INCREASE OR DECREASE		
PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TROT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TV GUIDE (None Claimed)	1.05	26	471,898	356,210	828,108	25	439,359	387,614	826,973	+7.4	-8.1	+.1
TV HEBDO (289,138)	1.25	26	87,601	216,207	303,808	25	95,173	240,705	335,878	-8.0	-10.2	-9.6
TV HEBDO - TELEROMANS (None Claimed)	2.75	2	1,992	52,524	54,516	2	1,311	55,779	57,090	+52.0	-5.8	-4.5
TV PLUS (None Claimed)	1.00	26	237	16,128	16,365	25	206	16,062	16,268	+15.1	+.4	+.6
WESTERN SPORTSMAN (None Claimed)	2.95	3	25,422	3,327	28,749	3	27,436	3,340	30,776	-7.3	-.4	-6.6
FOREIGN												
IMAGEN (None Claimed)	2.50	6	68,739	18,474	87,213	6	50,751	20,667	71,418	+35.4	-10.6	+22.1
VEA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/89	6/30/89
U.S.					
ABA BANKING JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ACP OBSERVER	60,112		60,112	56,700	59,018
ADVERTISING AGE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ADWEEK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ADWEEK NETWORK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ADWEEK'S MARKETING COMPUTERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ADWEEK'S MARKETING WEEK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AEROSOL AGE	2,000	4,662	6,662	6,773	6,767
AGRICULTURAL ENGINEERING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	31,257		31,257	30,780	30,452
THE AMERICAN FUNERAL DIRECTOR	10,017		10,017	10,039	10,008
AMERICAN GLASS REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AMERICAN INK MAKER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE AMERICAN JOURNAL OF CARDIOLOGY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE AMERICAN JOURNAL OF MEDICINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AMERICAN JOURNAL OF NURSING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AMERICAN JOURNAL OF OPHTHALMOLOGY	17,973		17,973	18,219	18,367
AMERICAN JOURNAL OF SURGERY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AMERICAN PAINT & COATINGS JOURNAL	4,093	521	4,614	4,603 @	4,907 @
THE AMERICAN SCHOOL BOARD JOURNAL	40,816		40,816	41,356	41,622
AMERICAN SHOEMAKING		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE			
AMUSEMENT BUSINESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ANALYTICAL CHEMISTRY	24,519		24,519	26,186	25,620
ANNALS OF INTERNAL MEDICINE	93,621		93,621	90,307	93,381
APPAREL MERCHANDISING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AQUACULTURE MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ARMY	141,429		141,429	148,836	149,837
ART DIRECTION	6,574		6,574	6,858	7,008
ARTS & ACTIVITIES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/89	6/30/89
ASHRAE JOURNAL	41,163	13,478	54,641	57,313	54,613
ASPHALT CONTRACTOR		7,622	7,622	9,938	9,817 ^
ASSOCIATION MANAGEMENT	20,877		20,877	19,977	18,719
ATLANTA BUSINESS CHRONICLE	25,282	964	26,246	25,553	23,622
AUTOMOTIVE NEWS	79,121		79,121	77,935	76,849
AVIATION WEEK & SPACE TECHNOLOGY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BAKING & SNACK SYSTEMS		8,864	8,864	8,806	8,822
BALTIMORE BUSINESS JOURNAL	8,924		8,924	8,582	8,045
BETTER ROADS		41,829	41,829	40,257	39,644
BEVERAGE WORLD	9,752	22,649	32,401	31,523	31,170
BILLBOARD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BOBBIN MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BOSTON BUSINESS	9,382	20,087	29,469	33,627	36,867
BOSTON BUSINESS JOURNAL	8,561	19,875	28,436	31,927	36,364
BOXBOARD CONTAINERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BOXOFFICE	8,291		8,291	8,692	9,158
BROADCASTING-THE NEWS MAGAZINE OF THE FIFTH ESTATE	30,665		30,665	31,078	31,709
BROWARD REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUILDING SUPPLY HOME CENTERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUSINESS COMMUNICATIONS REVIEW	8,837	664	9,501	9,204	7,986 ^
BUSINESS FIRST OF COLUMBUS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF BUFFALO AND WESTERN NEW YORK)	9,098		9,098	8,409	9,196
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF GREATER LOUISVILLE)	10,624		10,624	10,306	9,925
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	8,019		8,019	7,256	6,934
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	12,658		12,658	12,604	12,399
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	10,439		10,439	9,863	9,508
THE BUSINESS JOURNAL SERVING GREATER SACRAMENTO		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	14,587		14,587	14,103	14,052

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/89	6/30/89
THE BUSINESS JOURNAL, SERVING THE SANTA CLARA VALLEY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
*BUSINESS MONTH		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	291,785		291,785	296,803	292,622
CALIFORNIA BUSINESS	12,621	120,296	132,917	132,538	131,337
CANDY INDUSTRY MAGAZINE	3,057	820	3,877	3,812	3,903
CAPITAL DISTRICT BUSINESS REVIEW	8,869		8,869	8,773	8,946
CATALOG AGE	594	14,291	14,885	14,781	14,512
CHAIN STORE AGE EXECUTIVE	1,791	30,844	32,635	32,542	32,546
CHANNELS, THE BUSINESS OF COMMUNICATIONS	4,373	21,567	25,940	25,767	24,119
CHEMICAL & ENGINEERING NEWS	129,843		129,843	129,746	127,460
CHEMICAL ENGINEERING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CHEMICAL MARKETING REPORTER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CHEMICAL WEEK	35,537	11,204	46,741	48,491	46,998
CINCINNATI BUSINESS COURIER	7,201		7,201	7,663	8,312
CITY & STATE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CLASSROOM COMPUTER LEARNING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
COMPUTER GRAPHICS WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
COMPUTERWORLD	135,568		135,568	134,133	133,493
CONSTRUCCION PAN-AMERICANA		11,220	11,220	11,852	11,963
CONSTRUCTION BULLETIN	4,390	513	4,903	5,020	5,193
CONSTRUCTIONEER	84	12,702	12,786	12,921	13,176 ^
CORPORATE FINANCE		60,681	60,681	53,313	60,560
CORPORATE REPORT MINNESOTA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
COSMETICS & TOILETRIES	3,048		3,048	3,163	2,968
CRAIN'S CHICAGO BUSINESS	46,450	4,350	50,800	50,440	51,035
CRAIN'S CLEVELAND BUSINESS	12,398	13,251	25,649	25,267	25,408
CRAIN'S DETROIT BUSINESS	35,042		35,042	33,563	32,339
CRAIN'S NEW YORK BUSINESS	41,733	28,855	70,588	71,494	71,292
DAILY NEWS RECORD	22,169		22,169	22,074 ^	(b)
DALLAS BUSINESS JOURNAL	11,156	1,000	12,156	11,489	14,779
DECOR	25,265		25,265	25,093	25,062

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				12/31/89	6/30/89
DEFENSE & DIPLOMACY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DEFENSE NEWS	11,386	23,794	35,180	33,725	32,147
DENVER BUSINESS JOURNAL	10,168		10,168	9,978	9,794
DESIGN COST & DATA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DESIGNERS WEST	31,142	10,032	41,174	41,938	41,110
DIRECT	156	43,226	43,382	43,177 ^	(a)
DIRECT MARKETING MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DISCOUNT STORE NEWS	7,095	24,990	32,085	31,935	31,735
DISTRIBUTOR SALES	6,503	15,500	22,003	12,811	12,894
DO-IT-YOURSELF RETAILING	24,822	45,688	70,510	70,636	71,072
DRUG & COSMETIC INDUSTRY	4,784	7,971	12,755	12,757	12,765
DRUG STORE NEWS	39,948	2,300	42,248	43,002	42,703
DRUG STORE NEWS/INSIDE PHARMACY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
EDITOR & PUBLISHER-THE FOURTH ESTATE	25,556	2,661	28,217	28,105	27,814
ELECTRICAL CONSTRUCTION & MAINTENANCE	5,906	94,665	100,571	102,094	101,419
ELECTRICAL WHOLESALING	18,218	1,970	20,188	20,432	20,416
ELECTRICAL WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRONIC LEARNING	6,148	80,683	86,831	86,339	82,769
ELECTRONIC MEDIA	15,544	11,754	27,298	27,367	26,805
ELECTRONIC NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRONIC SERVICING & TECHNOLOGY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ENERGY USER NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ENR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE ENTERPRISE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE EXECUTIVE EDUCATOR	14,861		14,861	15,713	15,776
FEEDSTUFFS	16,579	2,483	19,062	18,745	19,329
FINANCIAL ANALYSTS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FINANCIAL EXECUTIVE	16,389		16,389	16,849	16,767
FIRE COMMAND		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FIRE ENGINEERING	40,613		40,613	39,517	39,466
FIRE JOURNAL	53,007		53,007	51,858	48,841
FLOOR COVERING WEEKLY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FLOORING	4,321	20,122	24,443	24,278	24,585
THE FLORIDA SHIPPER MAGAZINE	1,478		1,478	1,511	1,468
FOLIO:THE MAGAZINE FOR MAGAZINE MANAGEMENT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/89	6/30/89
FOOD PEOPLE	1,507	23,196	24,703	24,012	21,290
FOOD TECHNOLOGY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FOOTWEAR NEWS	21,110		21,110	21,252	21,438
FRAMES	20,349		20,349	20,443	20,432
FUELOIL & OIL HEAT MAGAZINE	3,085	9,175	12,260	11,781	11,536
GAS INDUSTRIES		10,430	10,430	10,042	9,300
GEYER'S OFFICE DEALER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GIFTS & DECORATIVE ACCESSORIES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GLASS DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GLASS INDUSTRY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GOLF INDUSTRY MAGAZINE	140	16,712	16,852	16,725	16,692
THE GOURMET RETAILER MAGAZINE	261	17,776	18,037	17,892	17,839
GRAIN AGE	255	8,292	8,547	8,507	8,596
THE GREATER CINCINNATI BUSINESS RECORD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
HARDWARE AGE	5,097	66,393	71,490	71,293	71,319
HAWAII BUSINESS	10,537		10,537	10,220	10,039
HAWAII INVESTOR	4,838	4,558	9,396	10,420	9,907
HFD-THE WEEKLY HOME FURNISHINGS NEWSPAPER	26,103	3,191	29,294	31,368	32,700
HOUSEWARES	2,433	11,485	13,918	14,096	13,994
HOUSTON BUSINESS JOURNAL	15,369		15,369	14,683	15,572
HOW-THE MAGAZINE OF IDEAS & TECHNIQUE IN GRAPHIC DESIGN	33,798		33,798	34,131	29,521 ^
HYDROCARBON PROCESSING	19,261	11,782	31,043	30,502	28,957
ID-MAGAZINE OF INTERNATIONAL DESIGN	18,933		18,933	18,601	18,822
INDIANAPOLIS BUSINESS JOURNAL	15,002		15,002	15,300	14,925
IN HEALTH (RECEPTION ROOM EDITION)		127,222	127,222	176,253	125,370 ^
INSURANCE SALES	22,831		22,831	25,626	27,407
INTERIOR DESIGN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
INTIMATE FASHION NEWS		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE			
JACKSONVILLE BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
JEWELERS' CIRCULAR-KEYSTONE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE JOURNAL OF ACCOUNTANCY	328,090		328,090	321,009	318,927

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AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				12/31/89	6/30/89
KANSAS CITY BUSINESS JOURNAL	13,501		13,501	13,492	13,610
LIBRARY JOURNAL	24,049		24,049	23,897	23,888
LIFE INSURANCE SELLING	47,315		47,315	47,018	45,943
LOCKSMITH LEDGER	23,195		23,195	23,880	24,784
LOS ANGELES BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
LP/GAS	5,286	9,930	15,216	15,178	15,047
THE MANUFACTURING CONFECTIONER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MEMPHIS BUSINESS JOURNAL	10,929		10,929	10,618	10,258
METAL FINISHING	9,384		9,384	9,464	9,781
METRO CHICAGO REAL ESTATE		8,582	8,582	10,135	10,387
MIAMI REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MICHIGAN CONTRACTOR & BUILDER	3,120	249	3,369	3,260	3,197
MICHIGAN ROADS AND CONSTRUCTION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MILLING & BAKING NEWS	4,234		4,234	4,340	4,380
MINNEAPOLIS/ST. PAUL CITYBUSINESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MODERN PLASTICS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MODERN SALON	113,994	18,730	132,724	134,803	135,487
MOTOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MOTORCYCLE INDUSTRY MAGAZINE		12,331	12,331	12,703	12,438
THE MUSIC TRADES	6,343		6,343	6,543	6,388
NASHVILLE BUSINESS JOURNAL	8,109	222	8,331	7,824	7,413
NATION'S RESTAURANT NEWS	86,801	4,307	91,108	92,485	94,907
NATIONAL DEFENSE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NATIONAL HOME CENTER NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE NATIONAL LOCKSMITH		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NATIONAL PETROLEUM NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE NATIONAL PROVISIONER	8,532		8,532	8,215	7,937
THE NATIONAL UNDERWRITER LIFE & HEALTH/FINANCIAL SERVICES EDITION	17,838	188	18,026	21,566	27,247
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/RISK & BENEFITS MANAGEMENT EDITION	27,480	9,171	36,651	37,085	38,458
NETWORK	28,096	2,175	30,271	29,477	29,858
NETWORK WORLD		71,277	71,277	70,496	70,171
NEW ENGLAND CONSTRUCTION	165	9,350	9,515	8,854	7,909 ^

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AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				12/31/89	6/30/89
THE NORTHERN LOGGER AND TIMBER PROCESSOR	13,663		13,663	13,746	13,833
NORTHWESTERN FINANCIAL REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NURSING 90	456,584		456,584	456,915	456,835
O'DWYER'S P.R. SERVICES REPORT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
OFFICIAL BOARD MARKETS	5,531		5,531	5,656	5,775
OIL AND GAS INVESTOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE OIL AND GAS JOURNAL	41,820		41,820	41,944	43,040
P.C. TODAY	20,889	111,751	132,640	43,021	21,895
PACIFIC BUSINESS NEWS	14,190		14,190	13,979	13,710
PACIFIC FISHING	9,969		9,969	9,741	9,317
PACKAGING DIGEST		112,481	112,481	111,484	111,227
THE PACKER	15,035		15,035	14,633	14,415
PALM BEACH REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PARENTING - RECEPTION ROOM EDITION		50,130	50,130	30,675 ^	(a)
PERSONNEL JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PERSONNEL MAGAZINE	16,162		16,162	16,773	17,537 ^
PETROLEUM ENGINEER INTERNATIONAL	3,573	32,821	36,394	36,381	36,405
PHILADELPHIA BUSINESS JOURNAL	13,420	2,622	16,042	13,444	12,433
PHOTO DISTRICT NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PIPELINE & GAS JOURNAL	2,956	21,116	24,072	24,075	24,095
PITTSBURGH BUSINESS TIMES-JOURNAL	10,221		10,221	9,554	8,905
PLASTICS ENGINEERING	32,911		32,911	29,187	31,145
PLASTICS NEWS	7,863	50,963	58,826	60,158 ☆	60,130 ^ ☆
PLAYTHINGS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
POOL & SPA NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
POULTRY TIMES	12,577		12,577	12,576	12,960
POWER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PREVENTION - WAITING ROOM EDITION		48,518	48,518	54,562	53,407
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PROFESSIONAL BUILDER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PROGRESSIVE ARCHITECTURE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PROVIDENCE BUSINESS NEWS	1,725	17,298	19,023	20,021	19,426

☆12/31/89 FIGURE IS PUBLISHER'S STATEMENT FIGURE FOR 4 MONTHS ENDING 12/31/89.
6/30/89 FIGURE IS INITIAL AUDIT FIGURE FOR 6 MONTHS ENDING 8/31/89.

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AVERAGES FOR 6 MONTHS ENDED 6/30/90

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				12/31/89	6/30/89
PUBLIC RELATIONS JOURNAL	20,275		20,275	19,305	19,445 ●
PUBLIC UTILITIES FORTNIGHTLY	6,897		6,897	7,162	7,117
PUBLISHERS WEEKLY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PUBLISHING NEWS	51	27,080	27,131	27,188 ^	(a)
PUGET SOUND BUSINESS JOURNAL	15,938		15,938	14,999	14,516
RAILWAY TRACK AND STRUCTURES	6,270	562	6,832	6,782	7,015
REMODELING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
RESTAURANTS & INSTITUTIONS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
RISK MANAGEMENT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ROOFER MAGAZINE	613	16,392	17,005	16,522	16,912 ^
ROOFING/SIDING/INSULATION	3,346	17,138	20,484	20,320	20,236
RSC REFRIGERATION SERVICE AND CONTRACTING	40,316		40,316	37,971	37,394
RUBBER WORLD	3,751	6,403	10,154	10,093	10,211
RURAL ELECTRIFICATION MAGAZINE	33,520	884	34,404	33,073	32,381
SAN ANTONIO BUSINESS JOURNAL	8,411		8,411	7,704	7,562
SAN DIEGO BUSINESS JOURNAL	12,184		12,184	11,848	11,806
SAN FRANCISCO BUSINESS TIMES	11,264	2,893	14,157	15,750	16,439
SAVINGS INSTITUTIONS	18,532		18,532	21,770	22,643
SCHOLASTIC COACH	25,445	16,589	42,034	41,840	41,547
THE SCHOOL ADMINISTRATOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SCHOOL ARTS	19,940	2,364	22,304	22,693	21,390
SCHOOL BUSINESS AFFAIRS	6,288		6,288	6,470	6,276
SCHOOL LIBRARY JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SCREEN PRINTING	11,785	2,865	14,650	14,805	14,750
SEA POWER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SEAFOOD BUSINESS	1,585	13,748	15,333	15,753	15,629
SEED TRADE NEWS	1,005	2,101	3,106	2,979	2,933
SEED WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SHIPPING DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SIGNS OF THE TIMES	16,581	1,361	17,942	18,025	18,242
SOUTH FLORIDA BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ST. LOUIS BUSINESS JOURNAL	17,217		17,217	16,905	16,498
THE STANDARD	4,752		4,752	4,825	4,816
SUPERMARKET NEWS	54,189		54,189	55,569	56,776

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AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				12/31/89	6/30/89
T.H.E. JOURNAL, TECHNOLOGICAL HORIZONS IN EDUCATION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TENNIS INDUSTRY MAGAZINE	62	20,645	20,707	20,707	20,707
TIRE BUSINESS	6,694	13,366	20,060	20,411	20,192
TOBACCO INTERNATIONAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TOUR & TRAVEL NEWS		53,060	53,060	51,885	51,816
TRAFFIC WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TRANSPORT TOPICS	30,749		30,749	30,325	29,247
TRAVEL AGENT MAGAZINE	323	51,503	51,826	52,623	53,142
TRAVEL TRADE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TRAVEL WEEKLY	47,095		47,095	45,306	44,538
TRAVEL WORLD NEWS		35,706	35,706	30,565	15,579 ^
UNDERWRITERS' REPORT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
UNIX WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
WALLCOVERINGS	2,668	13,985	16,653	16,480	16,559
WASHINGTON BUSINESS JOURNAL	16,298		16,298	15,553	14,849
WASHINGTON TECHNOLOGY	894	27,736	28,630	27,737	27,260
WATER & WASTES DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
WATER ENVIRONMENT & TECHNOLOGY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE WATERWAYS JOURNAL	5,728		5,728	5,659	5,721
WELDING JOURNAL	37,404		37,404	35,869	35,009
WESTERN BUILDER	4,269		4,269	4,291	4,304
WICHITA BUSINESS JOURNAL	5,470		5,470	5,330	5,306
WILSON LIBRARY BULLETIN	12,993		12,993	12,063 @	11,603 @
WINES & VINES	3,733		3,733	3,840	4,006
WORLD OIL	2,442	35,131	37,573	37,582	37,616
WORLD TRADE	8,245	27,326	35,571	31,630	28,190 @
REFERENCE					
BUSINESS PUBLICATION RATES AND DATA	5,753		5,753	5,864	6,155
COMMUNITY PUBLICATION RATES & DATA	1,402		1,402	1,680	1,717

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/89	6/30/89
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	4,823		4,823	4,944	5,227
DATA SOURCES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NEWSPAPER RATES AND DATA	4,702		4,702	4,844	5,170
THE POCKET LIST OF RAILROAD OFFICIALS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SPECIAL ISSUES '90	533		533	775	1,095
SPOT RADIO RATES AND DATA	3,183		3,183	3,266	3,529
SPOT TELEVISION RATES AND DATA	3,298		3,298	3,436	3,651
CANADA					
BRIDGES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
CANADIAN TRAVEL PRESS WEEKLY		16,436	16,436	17,236	19,157
CANADIAN UNDERWRITER	7,541		7,541	7,968	8,044
FINANCE	28,019		28,019	29,162	29,703
LES AFFAIRES	86,900		86,900	84,713	84,418
MUNICIPAL WORLD	7,647	2,508	10,155	9,818	10,052
OH&S CANADA	6,618		6,618	6,444 ^	
REVUE COMMERCE	36,014		36,014	36,765	38,592
TOURISME +, LE JOURNAL DES VOYAGES	462	5,774	6,236	6,298	6,471
FOREIGN					
WORLD EXECUTIVE'S DIGEST	50,866	9,765	60,631	60,900	59,375

Audit Bureau
of Circulations

Farm Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				12/31/89	6/30/89
U.S.					
AGWEEK	23,817	1,405	25,222	24,652	25,379
*AMERICAN AGRICULTURIST	43,061	10,996	54,057	52,590	56,122
AMERICAN VEGETABLE GROWER	26,422	11,609	38,031	38,734	37,154
ARIZONA FARMER-STOCKMAN	2,959	2	2,961	2,980	3,069
*BEEF TODAY		221,333	221,333	221,898	213,232
*CALIFORNIA FARMER	51,169	8,833	60,002	61,844	62,580
THE CATTLEMAN	16,704	1,759	18,463	18,972	19,291
*COLORADO RANCHER AND FARMER	10,376	6,851	17,227	17,716	17,336
*DAIRY TODAY		109,963	109,963	111,814	114,078
DATA TRANSMISSION NETWORK	47,430		47,430	42,742	38,182
DROVERS JOURNAL	26,682	38,902	65,584	59,423	59,331
*FARM JOURNAL	503,494	304,078	807,572	814,792	833,493
*THE FARMER	101,293	8,264	109,557	109,630	113,856
FARMWEEK	28,518		28,518	28,298	28,435
FFA NEW HORIZONS	385,887		385,887	396,536	401,023
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,393	481	5,874	5,771	5,868
HBJ FARM PUBLICATIONS UNIT	563,584	114,913	678,497	651,452	644,676
THE HIGH PLAINS JOURNAL	61,569	1,288	62,857	61,787	62,358
*HOARD'S DAIRYMAN	127,743		127,743	128,699	131,206
*HOGS TODAY		122,800	122,800	125,064	127,630
IDAHO FARMER-STOCKMAN	13,819	41	13,860	13,971	14,107
*KANSAS FARMER	43,027	9,657	52,684	54,140	54,720
THE KENTUCKY FARMER	23,740	2,881	26,621	26,984	26,771 ^
*MICHIGAN FARMER	49,728	4,994	54,722	57,507	57,739
*MISSOURI RURALIST	58,886	6,446	65,332	67,836	69,272
MONTANA FARMER-STOCKMAN	20,443	345	20,788	20,429	20,698

(a) PERIOD PRIOR TO MEMBERSHIP
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* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED	
				12/31/89	6/30/89
*NEBRASKA FARMER	42,699	11,177	53,876	53,210	52,107
*THE OHIO FARMER	70,465	19,513	89,978	94,118	85,438
*OKLAHOMA FARMER-STOCKMAN	42,899	10,016	52,915	55,688	55,550
OREGON FARMER-STOCKMAN	14,247	4	14,251	14,389	14,791
*PENNSYLVANIA FARMER	55,991	3,672	59,663	62,923	63,056
*PRAIRIE FARMER	100,458	78,006	178,464	183,911	169,580
*PROGRESSIVE FARMER	350,385	106,773	457,158	467,058	478,694
*SUCCESSFUL FARMING	482,834		482,834	575,459	575,563
*TEXAS FARMER-STOCKMAN	95,283	22,758	118,041	126,470	126,878
*TOP PRODUCER		225,308	225,308	226,307	221,039
UTAH FARMER-STOCKMAN	5,859	2	5,861	5,888	6,073
*WALLACES FARMER	49,081	121,510	170,591	171,744	168,975
WASHINGTON FARMER-STOCKMAN	19,859	7	19,866	20,081	20,461
*WESTERN FARMER-STOCKMAN MAGAZINES	77,186	401	77,587	77,738	79,200
WESTERN LIVESTOCK JOURNAL	19,404		19,404	19,543	19,671
*WISCONSIN AGRICULTURIST	32,015	17,335	49,350	50,056	48,539
WYOMING STOCKMAN-FARMER	3,212	2,141	5,353	4,354	3,466 @
CANADA					
CATTLEMEN	38,713		38,713	38,206	39,602
COUNTRY GUIDE	169,225		169,225	176,061	187,663
COUNTRY LIFE IN BRITISH COLUMBIA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GRAINEWS	63,618		63,618	62,673	65,238
LA TERRE DE CHEZ NOUS	44,414		44,414	44,351	44,724
LE BULLETIN DES AGRICULTEURS	54,910		54,910	61,331	68,265
ONTARIO FARMER	36,561	1,137	37,698	37,476	37,030
THE WESTERN PRODUCER	130,920		130,920	128,960	134,602

Preliminary figures as filed with* Audit Bureau of Circulations *subject to audit.

	AGWEEK	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER-STOCKMAN
MAINE	1	2,793	445	5
NEW HAMPSHIRE	2	1,611	208	6
VERMONT		2,640	133	3
MASSACHUSETTS	4	2.793	840	8
RHODE ISLAND		367	108	1
CONNECTICUT	4	2,222	453	13
NEW ENGLAND	**11**	**12,426**	**2,187**	**36**
NEW YORK	23	32,184	2,030	34
NEW JERSEY	8	3,173	1,030	19
PENNSYLVANIA	10	5,144	2,246	43
MIDDLE ATLANTIC	**41**	**40,501**	**5,306**	**96**
OHIO	6		1,760	26
INDIANA	4		775	20
ILLINOIS	54		1,293	48
MICHIGAN	26		1,723	26
WISCONSIN	40		998	33
EAST NO. CENTRAL	**130**		**6,549**	**153**
MINNESOTA	7,974		819	39
IOWA	40		554	41
MISSOURI	25		701	20
NORTH DAKOTA	10,363		253	6
SOUTH DAKOTA	2,684		81	8
NEBRASKA	34		202	28
KANSAS	26		404	35
WEST NO. CENTRAL	**21,146**		**3,014**	**177**
DELAWARE	11		146	1
MARYLAND	7		613	9
DISTRICT OF COLUMBIA	24		34	1
VIRGINIA	12		794	9
WEST VIRGINIA	1		203	1
NORTH CAROLINA	7		798	18
SOUTH CAROLINA	1		344	10
GEORGIA	11		554	11
FLORIDA	7		2,088	9
SOUTH ATLANTIC	**81**		**5,574**	**69**
KENTUCKY			472	8
TENNESSEE	2		543	26
ALABAMA	2		368	10
MISSISSIPPI			216	3
EAST SO. CENTRAL	**4**		**1,599**	**47**
ARKANSAS	2		302	10
LOUISIANA	1		343	3
OKLAHOMA	1		297	14
TEXAS	14		1,235	44
WEST SO. CENTRAL	**18**		**2,177**	**71**
MONTANA	3,787		113	30
IDAHO	12		634	8
WYOMING	33		36	2
COLORADO	22		439	20
NEW MEXICO	2		257	59
ARIZONA	12		551	1,742
UTAH	1		185	12
NEVADA	1		80	13
MOUNTAIN	**3,870**		**2,295**	**1,886**
ALASKA	6		99	2
WASHINGTON	19		889	26
OREGON	6		817	13
CALIFORNIA	22		5,449	329
HAWAII			296	3
PACIFIC	**53**		**7,550**	**373**
MISCELLANEOUS		1,251		
UNCLASSIFIED				
UNITED STATES	**25,354**	**54,178**	**36,251**	**2,908**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**25,354**	**54,178**	**36,251**	**2,908**
CANADA	285	52	834	2
FOREIGN	4	13	1,147	1
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**25,643**	**54,243**	**38,232**	**2,911**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	BEEF TODAY	CALIFORNIA FARMER	THE CATTLEMAN	COLORADO RANCHER AND FARMER
MAINE	112		1	
NEW HAMPSHIRE	42		1	
VERMONT	99			
MASSACHUSETTS	87		3	
RHODE ISLAND	9			
CONNECTICUT	82		4	
NEW ENGLAND	**431**		**9**	
NEW YORK	949		11	
NEW JERSEY	136		11	
PENNSYLVANIA	2,027		8	
MIDDLE ATLANTIC	**3,112**		**30**	
OHIO	3,672		17	
INDIANA	4,687		17	
ILLINOIS	9,186		49	
MICHIGAN	2,296		23	
WISCONSIN	3,668		12	
EAST NO. CENTRAL	**23,509**		**118**	
MINNESOTA	7,011		25	
IOWA	18,938		22	
MISSOURI	15,027		69	
NORTH DAKOTA	8,132		6	
SOUTH DAKOTA	12,384		11	
NEBRASKA	18,079		24	91
KANSAS	16,933		73	282
WEST NO. CENTRAL	**96,504**		**230**	373
DELAWARE	53		1	
MARYLAND	535		8	
DISTRICT OF COLUMBIA	9		50	
VIRGINIA	4,245		22	
WEST VIRGINIA	1,128		1	
NORTH CAROLINA	2,598		29	
SOUTH CAROLINA	1,340		12	
GEORGIA	3,991		25	
FLORIDA	1,977		59	
SOUTH ATLANTIC	**15,876**		**207**	
KENTUCKY	5,716		15	
TENNESSEE	4,889		34	
ALABAMA	4,046		33	
MISSISSIPPI	2,731		42	
EAST SO. CENTRAL	**17,382**		**124**	
ARKANSAS	3,850		82	
LOUISIANA	1,936		139	
OKLAHOMA	11,525		860	
TEXAS	19,179		15,664	
WEST SO. CENTRAL	**36,490**		**16,745**	
MONTANA	7,323		11	
IDAHO	3,357		2	
WYOMING	2,701		19	203
COLORADO	5,637		48	15,915
NEW MEXICO	1,240		121	70
ARIZONA	486	433	60	
UTAH	1,646		7	
NEVADA	556	914	2	
MOUNTAIN	**22,946**	**1,347**	**270**	**16,188**
ALASKA	29	16	2	
WASHINGTON	2,105		16	
OREGON	2,438	302	11	
CALIFORNIA	3,103	55,822	70	
HAWAII	22	83	15	
PACIFIC	**7,697**	**56,223**	**114**	
MISCELLANEOUS		970		333
UNCLASSIFIED				
UNITED STATES	**223,947**	**58,540**	**17,847**	**16,894**
POSSESSIONS & OTHER AREAS		4	6	
U. S. & POSSESSIONS, ETC.	**223,947**	**58,544**	**17,853**	**16,894**
CANADA		3	24	
FOREIGN		24	358	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			3	
GRAND TOTAL	**223,947**	**58,571**	**18,238**	**16,894**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	DAIRY TODAY	DATA TRANSMISSION NETWORK	DROVERS JOURNAL	FARM JOURNAL
MAINE	550	1	51	1,666
NEW HAMPSHIRE	282		15	678
VERMONT	1,834		42	2,263
MASSACHUSETTS	410	2	50	1,259
RHODE ISLAND	40		8	159
CONNECTICUT	439	2	64	1,279
NEW ENGLAND	**3,555**	**5**	**230**	**7,304**
NEW YORK	9,647	66	505	17,166
NEW JERSEY	355	9	71	2.168
PENNSYLVANIA	8,572	133	585	23,564
MIDDLE ATLANTIC	**18,574**	**208**	**1,161**	**42,898**
OHIO	4,769	2,391	1,636	37,362
INDIANA	2,527	4,940	1,820	38,798
ILLINOIS	3,345	7,252	3,722	63,663
MICHIGAN	4,943	949	857	24,341
WISCONSIN	24,836	469	996	39,566
EAST NO. CENTRAL	**40,420**	**16,001**	**9,031**	**203,730**
MINNESOTA	11,684	5,074	1,832	51,832
IOWA	4,882	9,654	5,907	78,972
MISSOURI	2,553	2,273	4,067	39,230
NORTH DAKOTA	1,275	603	1,540	21,845
SOUTH DAKOTA	2,063	1,067	3,274	22,976
NEBRASKA	1,642	6,016	4,943	44,184
KANSAS	1,423	2,783	3,577	39.209
WEST NO. CENTRAL	**25,522**	**27,470**	**25,140**	**298,248**
DELAWARE	117	21	19	1,347
MARYLAND	1,148	66	151	5,237
DISTRICT OF COLUMBIA	3	3	49	67
VIRGINIA	1,688	105	954	10,774
WEST VIRGINIA	298	8	418	3,043
NORTH CAROLINA	1,174	187	500	15,708
SOUTH CAROLINA	345	75	329	5,300
GEORGIA	741	238	891	11,659
FLORIDA	391	53	905	4,873
SOUTH ATLANTIC	**5,905**	**756**	**4,216**	**58,008**
KENTUCKY	2,032	296	1,671	14,193
TENNESSEE	1,706	215	1,313	14,065
ALABAMA	373	61	915	8,731
MISSISSIPPI	538	200	575	7,956
EAST SO. CENTRAL	**4,649**	**772**	**4,474**	**44,945**
ARKANSAS	521	351	1,014	11,528
LOUISIANA	520	69	579	6,770
OKLAHOMA	747	558	4,855	18,439
TEXAS	1,471	1,498	6,243	35,050
WEST SO. CENTRAL	**3,259**	**2,476**	**12,691**	**71,787**
MONTANA	316	268	2,490	12,792
IDAHO	1,188	87	1,450	9,620
WYOMING	94	42	1,147	3,939
COLORADO	560	387	2,125	12,511
NEW MEXICO	116	67	905	2,396
ARIZONA	136	61	612	2,085
UTAH	815	17	850	3,560
NEVADA	63	10	993	933
MOUNTAIN	**3,288**	**939**	**10,572**	**47,836**
ALASKA	16		18	141
WASHINGTON	1,310	115	691	10,419
OREGON	643	77	1,285	7,692
CALIFORNIA	2,278	220	1,740	15,055
HAWAII	12		39	106
PACIFIC	**4,259**	**412**	**3,773**	**33,413**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**109,431**	**49,039**	**71,288**	**808,169**
POSSESSIONS & OTHER AREAS			25	10
U. S. & POSSESSIONS, ETC.	**109,431**	**49,039**	**71,313**	**808,179**
CANADA		203	172	116
FOREIGN			28	222
UNCLASSIFIED			5	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				35
GRAND TOTAL	**109,431**	**49,242**	**71,518**	**808,552**

Preliminary figures as filed with* Audit Bureau of Circulations *subject to audit.

	THE FARMER	FARMWEEK	FFA NEW HORIZONS	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL
MAINE		5	171	
NEW HAMPSHIRE		2	786	
VERMONT		5	515	1
MASSACHUSETTS		10	938	4
RHODE ISLAND		1	296	1
CONNECTICUT		8	1,480	
NEW ENGLAND		**31**	**4,186**	**6**
NEW YORK		56	5,091	4
NEW JERSEY		8	1,858	5
PENNSYLVANIA		88	8,460	8
MIDDLE ATLANTIC		**152**	**15,409**	**17**
OHIO		5,297	17,810	5
INDIANA		18,449	8,557	4
ILLINOIS		478	12,641	14
MICHIGAN		246	5,848	4
WISCONSIN		28	16,738	3
EAST NO. CENTRAL		**24,498**	**61,594**	**30**
MINNESOTA	62,759	40	10,377	1
IOWA		52	10,203	7
MISSOURI		36	15,242	15
NORTH DAKOTA	24,835	8	4,619	
SOUTH DAKOTA	23,293	17	3,320	
NEBRASKA		14	6,124	8
KANSAS		32	6,476	5
WEST NO. CENTRAL	**110,887**	**199**	**56,361**	**36**
DELAWARE			1,059	1
MARYLAND		13	1,599	7
DISTRICT OF COLUMBIA		4	183	6
VIRGINIA		32	12,579	21
WEST VIRGINIA		66	4,521	2
NORTH CAROLINA		32	14,004	10
SOUTH CAROLINA		8	3,646	8
GEORGIA		10	9,807	100
FLORIDA		36	11,688	5,627
SOUTH ATLANTIC		**201**	**59,086**	**5,782**
KENTUCKY		2,623	11,222	5
TENNESSEE		546	11,885	14
ALABAMA		21	21,550	36
MISSISSIPPI		8	4,956	10
EAST SO. CENTRAL		**3,198**	**49,613**	**65**
ARKANSAS		4	11,919	2
LOUISIANA		4	8,575	6
OKLAHOMA		11	17,309	8
TEXAS		25	46,080	28
WEST SO. CENTRAL		**44**	**83,883**	**44**
MONTANA		6	1,854	
IDAHO		1	3,193	1
WYOMING		3	1,400	2
COLORADO		9	2,516	8
NEW MEXICO			3,085	3
ARIZONA		4	2,706	4
UTAH		2	1,489	3
NEVADA			518	2
MOUNTAIN		**25**	**16,761**	**23**
ALASKA		1	151	
WASHINGTON		8	6,201	
OREGON		4	3,458	2
CALIFORNIA		32	26,582	10
HAWAII		1	344	3
PACIFIC		**46**	**36,736**	**15**
MISCELLANEOUS				
UNCLASSIFIED	1,385			
UNITED STATES	**112,272**	**28,394**	**383,629**	**6,018**
POSSESSIONS & OTHER AREAS			2,635	9
U. S. & POSSESSIONS, ETC.	**112,272**	**28,394**	**386,264**	**6,027**
CANADA	11	3	5	8
FOREIGN	26		39	23
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	1			
GRAND TOTAL	**112,310**	**28,397**	**386,308**	**6,058**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	HBJ FARM PUBLICATIONS UNIT*	THE HIGH PLAINS JOURNAL	HOARD'S DAIRYMAN	HOGS TODAY
MAINE		4	664	23
NEW HAMPSHIRE		3	517	9
VERMONT		1	1,991	26
MASSACHUSETTS		12	815	49
RHODE ISLAND		2	86	5
CONNECTICUT		15	786	29
NEW ENGLAND		**37**	**4,859**	**141**
NEW YORK		40	10,448	364
NEW JERSEY		29	535	81
PENNSYLVANIA		52	9,797	1,693
MIDDLE ATLANTIC		**121**	**20,780**	**2,158**
OHIO		76	6,238	5,386
INDIANA		85	3,027	9,393
ILLINOIS		192	3,509	13,454
MICHIGAN		40	4,894	2,405
WISCONSIN		72	21,160	3,668
EAST NO. CENTRAL		**465**	**38,828**	**34,306**
MINNESOTA		175	10,619	11,442
IOWA		1,018	4,599	31,349
MISSOURI		4,488	3,814	7,475
NORTH DAKOTA		193	890	1,036
SOUTH DAKOTA		827	1,250	5,359
NEBRASKA		9,571	1,532	10,252
KANSAS		21,997	2,195	3,990
WEST NO. CENTRAL		**38,269**	**24,899**	**70,903**
DELAWARE		11	143	110
MARYLAND		16	1,758	348
DISTRICT OF COLUMBIA		12	45	4
VIRGINIA		60	2,107	670
WEST VIRGINIA		8	396	120
NORTH CAROLINA		42	1,192	1,894
SOUTH CAROLINA		15	417	674
GEORGIA		21	961	1,752
FLORIDA		46	877	296
SOUTH ATLANTIC		**231**	**7,896**	**5,868**
KENTUCKY		39	3,040	1,703
TENNESSEE		54	2,206	1,596
ALABAMA		28	449	686
MISSISSIPPI		44	731	314
EAST SO. CENTRAL		**165**	**6,426**	**4,299**
ARKANSAS		226	1,193	384
LOUISIANA		44	614	97
OKLAHOMA		8,899	1,286	495
TEXAS		5,173	2,986	914
WEST SO. CENTRAL		**14,342**	**6,079**	**1,890**
MONTANA		152	270	562
IDAHO		94	818	248
WYOMING		368	83	86
COLORADO		6,028	541	627
NEW MEXICO		655	219	33
ARIZONA		104	255	109
UTAH		59	458	95
NEVADA		37	84	21
MOUNTAIN		**7,497**	**2,728**	**1,781**
ALASKA		18	59	7
WASHINGTON		60	1,787	203
OREGON		71	749	175
CALIFORNIA		231	2,726	398
HAWAII		2	30	21
PACIFIC		**382**	**5,351**	**804**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES		**61,509**	**117,846**	**122,150**
POSSESSIONS & OTHER AREAS			184	
U. S. & POSSESSIONS, ETC.		**61,509**	**118,030**	**122,150**
CANADA		52	6,759	
FOREIGN		34	2,210	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			28	
GRAND TOTAL		**61,595**	**127,027**	**122,150**

*See Individual Publications.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	IDAHO FARMER-STOCKMAN	KANSAS FARMER	THE KENTUCKY FARMER	MICHIGAN FARMER
MAINE	1			
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS	1		1	
RHODE ISLAND				
CONNECTICUT	1			
NEW ENGLAND	3		1	
NEW YORK	5		13	
NEW JERSEY	1		2	
PENNSYLVANIA	2		5	
MIDDLE ATLANTIC	8		20	
OHIO	3		130	
INDIANA	2		120	
ILLINOIS	5		45	
MICHIGAN	3		17	52,827
WISCONSIN	5		4	
EAST NO. CENTRAL	18		316	52,827
MINNESOTA	7		6	
IOWA	3		11	
MISSOURI	2		34	
NORTH DAKOTA	3			
SOUTH DAKOTA			1	
NEBRASKA	2		1	
KANSAS	2	51,786	2	
WEST NO. CENTRAL	19	51,786	55	
DELAWARE				
MARYLAND	3		14	
DISTRICT OF COLUMBIA	1		2	
VIRGINIA	4		36	
WEST VIRGINIA			27	
NORTH CAROLINA	5		20	
SOUTH CAROLINA			11	
GEORGIA	3		9	
FLORIDA	3		54	
SOUTH ATLANTIC	19		173	
KENTUCKY	2		25,764	
TENNESSEE	3		155	
ALABAMA	1		10	
MISSISSIPPI			3	
EAST SO. CENTRAL	6		25,932	
ARKANSAS			4	
LOUISIANA	1		4	
OKLAHOMA			3	
TEXAS	10		20	
WEST SO. CENTRAL	11		31	
MONTANA	124			
IDAHO	12,954		1	
WYOMING	42			
COLORADO	12		3	
NEW MEXICO	2			
ARIZONA	13		5	
UTAH	106		1	
NEVADA	85		1	
MOUNTAIN	13,338		12	
ALASKA	9		1	
WASHINGTON	123		4	
OREGON	155		2	
CALIFORNIA	61		12	
HAWAII	1		2	
PACIFIC	349		21	
MISCELLANEOUS		1,092		692
UNCLASSIFIED				
UNITED STATES	13,771	52,878	26,561	53,519
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	13,771	52,878	26,561	53,519
CANADA	4			
FOREIGN	2			
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	13,777	52,878	26,561	53,519

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	MISSOURI RURALIST	MONTANA FARMER-STOCKMAN	NEBRASKA FARMER	THE OHIO FARMER
MAINE		6		
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS		1		
RHODE ISLAND				
CONNECTICUT		5		
NEW ENGLAND		**12**		
NEW YORK		11		
NEW JERSEY		3		
PENNSYLVANIA		8		
MIDDLE ATLANTIC		**22**		
OHIO		6		87,007
INDIANA		4		
ILLINOIS		19		
MICHIGAN		5		
WISCONSIN		8		
EAST NO. CENTRAL		**42**		**87,007**
MINNESOTA		31		
IOWA		21	142	
MISSOURI	63,254	15		
NORTH DAKOTA		94		
SOUTH DAKOTA		64	132	
NEBRASKA		17	51,642	
KANSAS		13	333	
WEST NO. CENTRAL	**63,254**	**255**	**52,249**	
DELAWARE				
MARYLAND		4		
DISTRICT OF COLUMBIA		2		
VIRGINIA		3		
WEST VIRGINIA		2		
NORTH CAROLINA		10		
SOUTH CAROLINA		2		
GEORGIA		6		
FLORIDA		15		
SOUTH ATLANTIC		**44**		
KENTUCKY		3		
TENNESSEE		1		
ALABAMA		3		
MISSISSIPPI		2		
EAST SO. CENTRAL		**9**		
ARKANSAS		3		
LOUISIANA				
OKLAHOMA		6		
TEXAS		17		
WEST SO. CENTRAL		**26**		
MONTANA		19,317		
IDAHO		98		
WYOMING		1,564	93	
COLORADO		33	525	
NEW MEXICO		7		
ARIZONA		31		
UTAH		21		
NEVADA		24		
MOUNTAIN		**21,095**	**618**	
ALASKA		15		
WASHINGTON		216		
OREGON		76		
CALIFORNIA		68		
HAWAII		1		
PACIFIC		**376**		
MISCELLANEOUS	1,078		553	1,245
UNCLASSIFIED				
UNITED STATES	**64,332**	**21,881**	**53,420**	**88,252**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**64,332**	**21,881**	**53,420**	**88,252**
CANADA		25		
FOREIGN		2		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**64,332**	**21,908**	**53,420**	**88,252**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	OKLAHOMA FARMER-STOCKMAN	OREGON FARMER-STOCKMAN	PENNSYLVANIA FARMER	PRAIRIE FARMER
MAINE		2		2
NEW HAMPSHIRE		1		4
VERMONT				2
MASSACHUSETTS				8
RHODE ISLAND		2		1
CONNECTICUT				7
NEW ENGLAND		**5**		**24**
NEW YORK		5		70
NEW JERSEY		1	2,314	36
PENNSYLVANIA			46,307	104
MIDDLE ATLANTIC		**6**	**48,621**	**210**
OHIO		4		22,137
INDIANA		1		49,611
ILLINOIS		6		78,416
MICHIGAN		1		12,029
WISCONSIN		5		498
EAST NO. CENTRAL		**17**		**162,691**
MINNESOTA		6		53
IOWA		3		108
MISSOURI		1		478
NORTH DAKOTA		1		6
SOUTH DAKOTA		1		6
NEBRASKA		2		21
KANSAS		4		29
WEST NO. CENTRAL		**18**		**701**
DELAWARE			711	7
MARYLAND			4,776	28
DISTRICT OF COLUMBIA				11
VIRGINIA		1		50
WEST VIRGINIA			3,089	6
NORTH CAROLINA		3		27
SOUTH CAROLINA				14
GEORGIA		3		24
FLORIDA		3		294
SOUTH ATLANTIC		**10**	**8,576**	**461**
KENTUCKY				13,516
TENNESSEE				131
ALABAMA		3		25
MISSISSIPPI				19
EAST SO. CENTRAL		**3**		**13,691**
ARKANSAS	147			27
LOUISIANA				12
OKLAHOMA	50,301	1		28
TEXAS		9		103
WEST SO. CENTRAL	**50,448**	**10**		**170**
MONTANA		26		7
IDAHO		50		7
WYOMING		1		3
COLORADO		5		52
NEW MEXICO		3		13
ARIZONA		10		72
UTAH		7		6
NEVADA		45		9
MOUNTAIN		**147**		**169**
ALASKA		14		3
WASHINGTON		152		14
OREGON		13,727		6
CALIFORNIA		72		118
HAWAII		1		3
PACIFIC		**13,966**		**144**
MISCELLANEOUS	1,222		857	
UNCLASSIFIED				
UNITED STATES	**51,670**	**14,182**	**58,054**	**178,261**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**51,670**	**14,182**	**58,054**	**178,261**
CANADA		2		40
FOREIGN				5
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**51,670**	**14,184**	**58,054**	**178,306**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	PROGRESSIVE FARMER	SUCCESSFUL FARMING	TEXAS FARMER-STOCKMAN	TOP PRODUCER
MAINE		408		74
NEW HAMPSHIRE		86		41
VERMONT		556		161
MASSACHUSETTS		220		63
RHODE ISLAND		29		4
CONNECTICUT		557		118
NEW ENGLAND		**1,856**		**461**
NEW YORK		8,524		2,540
NEW JERSEY		1,081		328
PENNSYLVANIA		11,682		2,152
MIDDLE ATLANTIC		**21,287**		**5,020**
OHIO	4,296	27,950		9,147
INDIANA	3,891	33,891		13,189
ILLINOIS	5,238	61,440		25,786
MICHIGAN	421	19,667		5,945
WISCONSIN	425	32,475		5,956
EAST NO. CENTRAL	**14,271**	**175,423**		**60,023**
MINNESOTA	303	49,436		15,512
IOWA	2,068	57,403		25,179
MISSOURI	13,193	32,062		11,019
NORTH DAKOTA		22,845		9,713
SOUTH DAKOTA		24,753		10,903
NEBRASKA	438	31,754		18,070
KANSAS	6,561	28,646		13,408
WEST NO. CENTRAL	**22,563**	**246,899**		**103,804**
DELAWARE	1,395	205		430
MARYLAND	6,817	619		1,131
DISTRICT OF COLUMBIA	57	55		6
VIRGINIA	23,699	921		1,744
WEST VIRGINIA	7,113	120		156
NORTH CAROLINA	41,388	1,193		3,243
SOUTH CAROLINA	14,011	495		1,427
GEORGIA	29,375	1,085		2,585
FLORIDA	14,772	867		630
SOUTH ATLANTIC	**138,627**	**5,560**		**11,352**
KENTUCKY	25,006	1,623		2,762
TENNESSEE	33,888	1,341		2,632
ALABAMA	30,109	755		1,517
MISSISSIPPI	25,828	500		2,894
EAST SO. CENTRAL	**114,831**	**4,219**		**9,805**
ARKANSAS	25,925	842		4,362
LOUISIANA	19,095	385	52	2,450
OKLAHOMA	25,384	2,444	190	3,830
TEXAS	86,352	3,168	112,415	8,668
WEST SO. CENTRAL	**156,756**	**6,839**	**112,657**	**19,310**
MONTANA		7,551		4,262
IDAHO		3,797		1,642
WYOMING		2,610		734
COLORADO	496	8,281		3,767
NEW MEXICO	2,958	222	3,051	472
ARIZONA	2,021	628		398
UTAH		1,224		435
NEVADA		373		118
MOUNTAIN	**5,475**	**24,686**	**3,051**	**11,828**
ALASKA	33	98		17
WASHINGTON		4,988		2,178
OREGON		3,661		999
CALIFORNIA	700	1,716		2,349
HAWAII	14	56		8
PACIFIC	**747**	**10,519**		**5,551**
MISCELLANEOUS	903		798	
UNCLASSIFIED				
UNITED STATES	**454,173**	**497,288**	**116,506**	**227,154**
POSSESSIONS & OTHER AREAS	7	5		
U. S. & POSSESSIONS, ETC.	**454,180**	**497,293**	**116,506**	**227,154**
CANADA	35	301		
FOREIGN	100	277		
UNCLASSIFIED	177			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		49		
GRAND TOTAL	**454,492**	**497,920**	**116,506**	**227,154**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	UTAH FARMER-STOCKMAN	WALLACES FARMER	WASHINGTON FARMER-STOCKMAN	WESTERN FARMER-STOCKMAN MAGAZINES
MAINE	1		1	16
NEW HAMPSHIRE		2	2	9
VERMONT				3
MASSACHUSETTS		8		10
RHODE ISLAND	1	1	1	5
CONNECTICUT		7	2	21
NEW ENGLAND	**2**	**18**	**6**	**64**
NEW YORK	2	21	5	62
NEW JERSEY	1	13	2	27
PENNSYLVANIA	2	26	3	58
MIDDLE ATLANTIC	**5**	**60**	**10**	**147**
OHIO	1	52	5	45
INDIANA		35		27
ILLINOIS	3	340	9	90
MICHIGAN		37		35
WISCONSIN	2	84	3	56
EAST NO. CENTRAL	**6**	**548**	**17**	**253**
MINNESOTA	3	26,665	7	93
IOWA	1	80,793	7	76
MISSOURI	1	17,454	6	45
NORTH DAKOTA		3,967	2	106
SOUTH DAKOTA		10,814	4	77
NEBRASKA	2	21,209	4	55
KANSAS		9,025	5	59
WEST NO. CENTRAL	**7**	**169,927**	**35**	**511**
DELAWARE		4		1
MARYLAND	1	20	3	20
DISTRICT OF COLUMBIA		9	1	5
VIRGINIA		12	3	20
WEST VIRGINIA		2		3
NORTH CAROLINA	3	12	1	40
SOUTH CAROLINA	1	5		13
GEORGIA		16	1	24
FLORIDA	2	57	2	34
SOUTH ATLANTIC	**7**	**137**	**11**	**160**
KENTUCKY		11		13
TENNESSEE	1	11	2	33
ALABAMA		5		17
MISSISSIPPI		4		5
EAST SO. CENTRAL	**1**	**31**	**2**	**68**
ARKANSAS		30	3	16
LOUISIANA	3	3	1	8
OKLAHOMA	2	16		23
TEXAS	6	77	9	95
WEST SO. CENTRAL	**11**	**126**	**13**	**142**
MONTANA	8	7	111	19,616
IDAHO	20	7	111	13,241
WYOMING	112	4	10	1,731
COLORADO	14	62	8	92
NEW MEXICO	3	14		74
ARIZONA	10	94	8	1,814
UTAH	5,434	7	11	5,591
NEVADA	128	8	9	304
MOUNTAIN	**5,729**	**203**	**268**	**42,463**
ALASKA	2	3	16	58
WASHINGTON	14	19	19,143	19,674
OREGON	2	15	103	14,076
CALIFORNIA	26	150	45	601
HAWAII			2	8
PACIFIC	**44**	**187**	**19,309**	**34,417**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**5,812**	**171,237**	**19,671**	**78,225**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**5,812**	**171,237**	**19,671**	**78,225**
CANADA	3	16	6	42
FOREIGN	1	4		6
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**5,816**	**171,257**	**19,677**	**78,273**

Preliminary figures as filed with Audit Bureau of Circulations *subject to audit.*

	WESTERN LIVESTOCK JOURNAL	WISCONSIN AGRICULTURIST	WYOMING STOCKMAN-FARMER
MAINE	9		
NEW HAMPSHIRE	12	1	
VERMONT	3	2	
MASSACHUSETTS	18	2	
RHODE ISLAND			
CONNECTICUT	13	1	
NEW ENGLAND	**55**	**6**	
NEW YORK	31	6	
NEW JERSEY	14	3	
PENNSYLVANIA	38	4	
MIDDLE ATLANTIC	**83**	**13**	
OHIO	62	3	
INDIANA	64	12	
ILLINOIS	168	237	
MICHIGAN	46	80	
WISCONSIN	42	50,115	
EAST NO. CENTRAL	**382**	**50,447**	
MINNESOTA	118	98	
IOWA	234	37	
MISSOURI	205	11	
NORTH DAKOTA	181	1	
SOUTH DAKOTA	284	2	
NEBRASKA	589	6	
KANSAS	553	5	
WEST NO. CENTRAL	**2,164**	**160**	
DELAWARE	5		
MARYLAND	16	2	
DISTRICT OF COLUMBIA	8	2	
VIRGINIA	40	3	
WEST VIRGINIA	5	2	
NORTH CAROLINA	38	2	
SOUTH CAROLINA	12	1	
GEORGIA	40	5	
FLORIDA	55	32	
SOUTH ATLANTIC	**219**	**49**	
KENTUCKY	30	1	
TENNESSEE	52	8	
ALABAMA	43		
MISSISSIPPI	28		
EAST SO. CENTRAL	**153**	**9**	
ARKANSAS	81	13	
LOUISIANA	41	1	
OKLAHOMA	562	3	
TEXAS	965	7	
WEST SO. CENTRAL	**1,649**	**24**	
MONTANA	687	1	
IDAHO	878	2	
WYOMING	658	2	4,830
COLORADO	1,325	5	
NEW MEXICO	402	6	
ARIZONA	611	18	
UTAH	646	3	
NEVADA	799	5	
MOUNTAIN	**6,006**	**42**	**4,830**
ALASKA	20		
WASHINGTON	694	9	
OREGON	1,826	2	
CALIFORNIA	5,731	16	
HAWAII	19	1	
PACIFIC	**8,290**	**28**	
MISCELLANEOUS			
UNCLASSIFIED			484
UNITED STATES	**19,001**	**50,778**	**5,314**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**19,001**	**50,778**	**5,314**
CANADA	148	2	
FOREIGN	20	1	
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**19,169**	**50,781**	**5,314**

Preliminary figures as filed with* Audit Bureau of Circulations *subject to audit.

		FARM JOURNAL - CROP EDITIONS ONLY		
	CORN MARKET	CORN MARKET-NORTH	CORN MARKET-SOUTH	WHEAT MARKET
MAINE	1,666	1,666		
NEW HAMPSHIRE	678	678		
VERMONT	2,263	2,263		
MASSACHUSETTS	1,259	1,259		
RHODE ISLAND	159	159		
CONNECTICUT	1,279	1,279		
NEW ENGLAND	**7,304**	**7,304**		
NEW YORK	17,166	17,166		
NEW JERSEY	2,168	2,168		
PENNSYLVANIA	23,564	23,564		
MIDDLE ATLANTIC	**42,898**	**42,898**		
OHIO	37,362	37,362		
INDIANA	38,798	38,798		
ILLINOIS	63,663	63,663		
MICHIGAN	24,341	24,341		
WISCONSIN	39,566	39,566		
EAST NO. CENTRAL	**203,730**	**203,730**		
MINNESOTA	51,832	51,832		51,832
IOWA	78,972	78,972		
MISSOURI	39,230	39,230		
NORTH DAKOTA	21,845	21,845		21,845
SOUTH DAKOTA	22,976	22,976		22,976
NEBRASKA	44,184	44,184		44,184
KANSAS	-39,209	39,209		39,209
WEST NO. CENTRAL	**298,248**	**298,248**		**180,046**
DELAWARE	1,347	1,347		
MARYLAND	5,237	5,237		
DISTRICT OF COLUMBIA	67	67		
VIRGINIA	10,774		10,774	
WEST VIRGINIA	3,043		3,043	
NORTH CAROLINA	15,708		15,708	
SOUTH CAROLINA	5,300		5,300	
GEORGIA	11,659		11,659	
FLORIDA	4,873		4,873	
SOUTH ATLANTIC	**58,008**	**6,651**	**51,357**	
KENTUCKY	14,193		14,193	
TENNESSEE	14,065		14,065	
ALABAMA	8,731		8,731	
MISSISSIPPI				
EAST SO. CENTRAL	**36,989**		**36,989**	
ARKANSAS				
LOUISIANA				
OKLAHOMA				18,439
TEXAS				35,050
WEST SO. CENTRAL				**53,489**
MONTANA				12,792
IDAHO				9,620
WYOMING				3,939
COLORADO	12,511	12,511		12,511
NEW MEXICO				2,396
ARIZONA				
UTAH				3,560
NEVADA				
MOUNTAIN	**12,511**	**12,511**		**44,818**
ALASKA				141
WASHINGTON				10,419
OREGON				7,692
CALIFORNIA				
HAWAII				
PACIFIC				**18,252**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**659,688**	**571,342**	**88,346**	**296,605**
POSSESSIONS & OTHER AREAS	10	10		10
U. S. & POSSESSIONS, ETC.	**659,698**	**571,352**	**88,346**	**296,615**
CANADA	116	116		116
FOREIGN	222	222		222
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	35	35		35
GRAND TOTAL	**660,071**	**571,725**	**88,346**	**296,988**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	SOYBEAN MARKET	SOYBEAN MARKET-NORTH	SOYBEAN MARKET-SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,168		2,168	
PENNSYLVANIA				
MIDDLE ATLANTIC	**2,168**		**2,168**	
OHIO	37,362	37,362		
INDIANA	38,798	38,798		
ILLINOIS	63,663	63,663		
MICHIGAN	24,341	24,341		
WISCONSIN				
EAST NO. CENTRAL	**164,164**	**164,164**		
MINNESOTA	51,832	51,832		
IOWA	78,972	78,972		
MISSOURI	39,230	39,230		39,230
NORTH DAKOTA	21,845	21,845		21,845
SOUTH DAKOTA	22,976	22,976		22,976
NEBRASKA	44,184	44,184		44,184
KANSAS	39,209	39,209		39,209
WEST NO. CENTRAL	**298,248**	**298,248**		**167,444**
DELAWARE	1,347		1,347	
MARYLAND	5,237		5,237	
DISTRICT OF COLUMBIA	67		67	
VIRGINIA	10,774		10,774	
WEST VIRGINIA	3,043		3,043	
NORTH CAROLINA	15,708		15,708	
SOUTH CAROLINA	5,300		5,300	
GEORGIA	11,659		11,659	
FLORIDA	4,873		4,873	
SOUTH ATLANTIC	**58,008**		**58,008**	
KENTUCKY	14,193		14,193	
TENNESSEE	14,065		14,065	
ALABAMA	8,731		8,731	
MISSISSIPPI	7,956		7,956	7,956
EAST SO. CENTRAL	**44,945**		**44,945**	**7,956**
ARKANSAS	11,528		11,528	11,528
LOUISIANA	6,770		6,770	6,770
OKLAHOMA				18,439
TEXAS				35,050
WEST SO. CENTRAL	**18,298**		**18,298**	**71,787**
MONTANA				
IDAHO				
WYOMING				
COLORADO				12,511
NEW MEXICO				2,396
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				**14,907**
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**585,831**	**462,412**	**123,419**	**262,094**
POSSESSIONS & OTHER AREAS	10	10		
U. S. & POSSESSIONS, ETC.	**585,841**	**462,422**	**123,419**	**262,094**
CANADA	116	116		
FOREIGN	222	222		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	35	35		
GRAND TOTAL	**586,214**	**462,795**	**123,419**	**262,094**

		FARM JOURNAL COTTON TODAY	
	PAID	NON-PAID	TOTAL
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI	430	671	1,101
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL	**430**	**671**	**1,101**
DELAWARE			
MARYLAND			
DISTRICT OF COLUMBIA			
VIRGINIA			
WEST VIRGINIA			
NORTH CAROLINA	697	450	1,147
SOUTH CAROLINA	320	364	684
GEORGIA	704	715	1,419
FLORIDA	82	75	157
SOUTH ATLANTIC	**1,803**	**1,604**	**3,407**
KENTUCKY			
TENNESSEE	883	847	1,730
ALABAMA	632	684	1,316
MISSISSIPPI	922	1,770	2,692
EAST SO. CENTRAL	**2,437**	**3,301**	**5,738**
ARKANSAS	602	1,142	1,744
LOUISIANA	540	1,174	1,714
OKLAHOMA	874	1,214	2,088
TEXAS	3,989	6,400	10,389
WEST SO. CENTRAL	**6,005**	**9,930**	**15,935**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO	207	268	475
ARIZONA	308	430	738
UTAH			
NEVADA	4	3	7
MOUNTAIN	**519**	**701**	**1,220**
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA	1,227	1,160	2,387
HAWAII	1		1
PACIFIC	**1,228**	**1,160**	**2,388**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**12,422**	**17,367**	**29,789**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**12,422**	**17,367**	**29,789**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**12,422**	**17,367**	**29,789**

		FARM JOURNAL WHEAT TODAY	
	PAID	NON-PAID	TOTAL
MAINE	33	3	36
NEW HAMPSHIRE	17		17
VERMONT	8	3	11
MASSACHUSETTS	6	2	8
RHODE ISLAND			
CONNECTICUT	4	4	8
NEW ENGLAND	**68**	**12**	**80**
NEW YORK	554	269	823
NEW JERSEY	102	38	140
PENNSYLVANIA	496	228	724
MIDDLE ATLANTIC	**1,152**	**535**	**1,687**
OHIO	3,563	1,816	5,379
INDIANA	2,761	1,791	4,552
ILLINOIS	4,685	3,657	8,342
MICHIGAN	1,998	1,011	3,009
WISCONSIN	496	382	878
EAST NO. CENTRAL	**13,503**	**8,657**	**22,160**
MINNESOTA	4,123	3,769	7,892
IOWA	557	322	879
MISSOURI	4,454	3,884	8,338
NORTH DAKOTA	7,669	10,242	17,911
SOUTH DAKOTA	4,439	4,271	8,710
NEBRASKA	4,833	3,235	8,068
KANSAS	14,259	11,093	25,352
WEST NO. CENTRAL	**40,334**	**36,816**	**77,150**
DELAWARE	192	128	320
MARYLAND	470	342	812
DISTRICT OF COLUMBIA	5	2	7
VIRGINIA	560	513	1,073
WEST VIRGINIA	30	23	53
NORTH CAROLINA	1,422	1,075	2,497
SOUTH CAROLINA	561	680	1,241
GEORGIA	1,058	1,015	2,073
FLORIDA	203	159	362
SOUTH ATLANTIC	**4,501**	**3,937**	**8,438**
KENTUCKY	1,015	955	1,970
TENNESSEE	1,041	1,048	2,089
ALABAMA	482	560	1,042
MISSISSIPPI	583	932	1,515
EAST SO. CENTRAL	**3,121**	**3,495**	**6,616**
ARKANSAS	1,218	2,177	3,395
LOUISIANA	401	698	1,099
OKLAHOMA	4,833	6,126	10,959
TEXAS	3,961	6,500	10,461
WEST SO. CENTRAL	**10,413**	**15,501**	**25,914**
MONTANA	3,646	3,748	7,394
IDAHO	1,891	1,680	3,571
WYOMING	379	287	666
COLORADO	2,800	1,873	4,673
NEW MEXICO	340	314	654
ARIZONA	211	208	419
UTAH	293	274	567
NEVADA	43	39	82
MOUNTAIN	**9,603**	**8,423**	**18,026**
ALASKA	8	2	10
WASHINGTON	2,787	1,573	4,360
OREGON	1,194	730	1,924
CALIFORNIA	1,137	1,095	2,232
HAWAII	7	1	8
PACIFIC	**5,133**	**3,401**	**8,534**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**87,828**	**80,777**	**168,605**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**87,828**	**80,777**	**168,605**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**87,828**	**80,777**	**168,605**

Preliminary figures as filed with* Audit Bureau of Circulations *subject to audit.

		SUCCESSFUL FARMING LIVESTOCK EDITIONS	
	HOG	**BEEF**	**DAIRY**
MAINE	57	107	104
NEW HAMPSHIRE	22	33	42
VERMONT	59	110	243
MASSACHUSETTS	47	74	91
RHODE ISLAND	7	10	5
CONNECTICUT	61	135	139
NEW ENGLAND	**273**	**469**	**624**
NEW YORK	1,301	2,542	3,829
NEW JERSEY	186	276	219
PENNSYLVANIA	3,138	6,019	5,002
MIDDLE ATLANTIC	**4,625**	**8,837**	**9,050**
OHIO	8,400	11,054	5,525
INDIANA	13,045	14,594	4,654
ILLINOIS	21,918	27,814	8,387
MICHIGAN	4,776	7,285	4,910
WISCONSIN	8,739	16,976	21,439
EAST NO. CENTRAL	**56,878**	**77,723**	**44,915**
MINNESOTA	22,388	26,667	19,499
IOWA	32,490	31,548	8,711
MISSOURI	14,223	22,581	7,202
NORTH DAKOTA	4,194	11,147	3,253
SOUTH DAKOTA	13,799	17,913	10,019
NEBRASKA	12,742	19,325	3,478
KANSAS	13,597	20,732	8,056
WEST NO. CENTRAL	**113,433**	**149,913**	**60,218**
DELAWARE	49	53	36
MARYLAND	120	201	141
DISTRICT OF COLUMBIA	9	11	6
VIRGINIA	224	396	235
WEST VIRGINIA	37	62	40
NORTH CAROLINA	342	406	237
SOUTH CAROLINA	167	192	123
GEORGIA	392	478	294
FLORIDA	211	286	183
SOUTH ATLANTIC	**1,551**	**2,085**	**1,295**
KENTUCKY	567	835	407
TENNESSEE	434	653	375
ALABAMA	208	368	232
MISSISSIPPI	121	215	125
EAST SO. CENTRAL	**1,330**	**2,071**	**1,139**
ARKANSAS	190	294	178
LOUISIANA	80	132	88
OKLAHOMA	518	1,831	609
TEXAS	832	1,574	876
WEST SO. CENTRAL	**1,620**	**3,831**	**1,751**
MONTANA	1,517	4,631	723
IDAHO	1,032	2,136	962
WYOMING	573	1,716	416
COLORADO	1,937	4,760	1,136
NEW MEXICO	42	105	29
ARIZONA	170	254	101
UTAH	153	400	146
NEVADA	58	149	40
MOUNTAIN	**5,482**	**14,151**	**3,553**
ALASKA	27	41	18
WASHINGTON	755	2,027	676
OREGON	688	1,681	544
CALIFORNIA	384	636	332
HAWAII	14	20	12
PACIFIC	**1,868**	**4,405**	**1,582**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**187,060**	**263,485**	**124,127**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**187,060**	**263,485**	**124,127**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**187,060**	**263,485**	**124,127**

Preliminary figures as filed with **Audit Bureau of Circulations** ***subject to audit.***

			COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY		
	CATTLEMEN	COUNTRY GUIDE	DAIRY GUIDE	CORN-SOY GUIDE	CANOLA GUIDE
NEWFOUNDLAND	38	265	42		
NOVA SCOTIA	531	3,127	542		
PRINCE EDWARD ISLAND	217	1,677	398		
NEW BRUNSWICK	611	3,454	474		
QUEBEC	1,176	3,875	695	3,875	
ONTARIO	12,812	46,879	10,386	46,879	15,825
MANITOBA	3,404	20,089	2,091		16,783
SASKATCHEWAN	5,979	37,235	2,566		29,344
ALBERTA	11,294	39,885	3,762		36,197
BRITISH COLUMBIA	2,010	7,970	874		901
NORTHWEST TERRITORIES	5	56	2		
YUKON TERRITORY	10	81	2		
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	**38,087**	**164,593**	**21,834**	**50,754**	**99,050**
BRITISH COMMONWEALTH	7	21	5		
UNITED STATES	104	109	31		
FOREIGN	40	73	22		
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	**38,238**	**164,796**	**21,892**	**50,754**	**99,050**

	COUNTRY LIFE IN BRITISH COLUMBIA*	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	ONTARIO FARMER	THE WESTERN PRODUCER
NEWFOUNDLAND		3	1		8	8
NOVA SCOTIA		51	2	2	83	107
PRINCE EDWARD ISLAND		34	2		163	43
NEW BRUNSWICK		35	287	861	82	96
QUEBEC		86	43,772	49,904	940	159
ONTARIO		945	516	1,530	36,086	2,113
MANITOBA		11,524	21	12	40	13,070
SASKATCHEWAN		26,252	3	2	35	69,924
ALBERTA		21,446	14	12	58	35,486
BRITISH COLUMBIA		1,582	5	5	18	11,248
NORTHWEST TERRITORIES		8	1	1		78
YUKON TERRITORY		22				112
MISCELLANEOUS						
UNCLASSIFIED						
TOTAL CANADA		**61,988**	**44,624**	**52,329**	**37,513**	**132,444**
BRITISH COMMONWEALTH						10
UNITED STATES		780	17	6	167	109
FOREIGN		154	63	23	12	26
UNCLASSIFIED						
MILITARY OR CIVILIAN PERSONNEL OVERSEAS						
GRAND TOTAL		**62,922**	**44,704**	**52,358**	**37,692**	**132,589**

*Publisher's Statement Not Filed By Press Time.

Audit Bureau
of Circulations

Religious Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 6/30/90 SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	6 MONTHS ENDED 6/30/89 TOTAL PAID	INCREASE OR DECREASE
U.S.					
CATHOLIC NEW YORK	131,156		131,156 #	130,805 #	.3
JEWISH EXPONENT	50,045	6	50,051	51,470	-2.8
THE JEWISH WEEK	88,106	829	88,935	93,367	-4.8
THE LONG ISLAND CATHOLIC	132,067		132,067 #	133,154 #	-.8
THE METROWEST JEWISH NEWS	22,682		22,682	22,596	.4
THE TABLET	74,337	21,765	96,102 #	97,919 #	-1.9

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